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The impact of masking of persuasive intent on persuasive message effectiveness

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**THE IMPACT OF MASKING OF PERSUASIVE INTENT
ON PERSUASIVE MESSAGE EFFECTIVENESS**

A Dissertation

Submitted to the Graduate Faculty of the
Louisiana State University and
Agricultural and Mechanical College
in partial fulfillment of the
requirements for the degree of
Doctor of Philosophy

in

The Interdepartmental Program in Business Administration (Marketing)

by
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May 2006

DEDICATION

I am proud that I have truly earned my Ph.D. in Business Administration (Marketing) from Louisiana State University. However, I know that this would not have been possible without the assistance and support I have received from so many generous, caring people in the form of advice, time, moral support, financial assistance, and even babysitting. I am eternally grateful. So many people have assisted me along the way that I dedicate my dissertation to them, particularly to those who are very special to me:

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To Mom and Charlie: for providing me with a safe harbor during the storm – for reminding me to count my blessings – for always being proud of me.

To Dad: for inspiring me to pursue my dream – for teaching me resilience when life gets too challenging – for helping me to stay focused.

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ABSTRACT

The decreased dependency of marketing managers on traditional message forms (i.e., commercials) has increased the use of nontraditional message forms (i.e., product placement) in marketing communication. These newer message forms are unique because their persuasive intent is concealed by the presentation method and, therefore, may be processed differently than the traditional message forms. Consequently, this paper examines three major issues that arise out of the integration of nontraditional message forms into marketing communication, including (1) incorporating nontraditional message forms into the traditional persuasion literature, (2) introducing a new persuasion element (termed *masking of persuasive intent*) and its role in the persuasion process, and (3) the inclusion of resistance to persuasion as a related outcome when including nontraditional approaches in a persuasion model.

Message form (masking of persuasive intent) is proposed to serve as both an antecedent to processing and as a moderator of the persuasion model. Two models are generated based on the extant persuasion literature to test the model. The generalized model tests masking of persuasive intent as an antecedent and the message form-specific models test the moderating effect of message form.

Findings confirm that the operation of the traditional persuasion model does not change with the addition of masking of persuasive intent and resistance to persuasion. However, masking of persuasive intent was found to act as an antecedent in the model, influencing processing style. Higher levels of masking of persuasive intent (i.e., product placement) involve more affective processing relative to cognitive processing.

Product placement is an effective persuasion technique, but it is losing its uniqueness because of its widespread use. Although product placement is not as impactful as predicted, this

research demonstrates that masking of persuasive intent does affect processing style, which ultimately impacts attitude change.

In conclusion, both the traditional and nontraditional message forms can be used effectively to deliver a persuasive message. Product placement has the same benefits as the commercial, but may capture a larger number of people watching the program than commercials, which people may choose not to watch.

CHAPTER 1: INTRODUCTION

Various technological innovations, including access to more channels, remote controls, videocassette recorders, and more recently, personal digital video recorders such as TiVo have increased consumers' control over television programming and commercial exposure (Elpers, Wedel and Pieters 2003). In fact, Madison Avenue has dubbed TiVo "the commercial killer" (Kaikati and Kaikati 2004, p. 8). With this technology, consumers can change the channel, fast-forward, skip, and jump over commercials or entire commercial groupings. Consumers can now even pause and rewind live television broadcasts.

In response, marketers have sought other means of communicating their persuasive messages than just through traditional commercial advertising. One survey of marketing executives from the Association of National Advertisers indicated that 76 percent of respondents plan to reduce advertising expenditures when personal digital video recorders reach 30 million homes, which is anticipated to happen before 2007. Additionally, nearly half of the respondents indicated that they would increase spending on program sponsorships and product placement deals (Vranica 2002). Also growing in popularity is a practice known as stealth marketing, based on the premise that word-of-mouth is the most effective form of promotion. Examples of stealth marketing include viral marketing, brand pushers, celebrity marketing, bait-and-tease marketing, and marketing in video games and in pop and rap music (Kaikati and Kaikati 2004). In response, advertising schools (i.e., Miami Ad School and Creative Circus) and traditional colleges (i.e., Virginia Commonwealth University Adcenter and University of

Pennsylvania Wharton School) are adapting their curricula to include more nontraditional and alternative media approaches (Vranica 2004).

Consequently, this paper will examine three major issues that arise out of the infusion of nontraditional approaches into marketing communication. These issues include: (1) the incorporation of nontraditional approaches into the traditional persuasion literature; (2) the introduction of a new persuasion element, masking of persuasive intent, and its role in how marketing communication works; and (3) the resulting necessity of including the measure of resistance to persuasion when examining nontraditional approaches.

INCORPORATING NONTRADITIONAL APPROACHES

Balasubramanian (1994) introduced a growing genre of nontraditional marketing communication that he referred to as hybrid messages. These messages are unique in that they combine the advantages of advertising and publicity while avoiding their shortcomings. Hybrid message forms allow the sponsor to control the message (an advertising advantage), and because the audience is not aware of the persuasive intent of the sponsor, the message seems more credible (a publicity advantage). One increasingly common example of a hybrid message is product placement, defined as a paid product message through the unobtrusive placement of a brand within a television program or movie (Balasubramanian 1994). Product placements have become quite popular due to their impact on consumers. For example, several brands have seen significant boosts in sales after appearing on an episode of the show *Queer Eye for the Straight Guy*, in which five gay men make over a straight man. Brands include: Lucky Brand men's jeans

(17%), Thomasville furniture Patchwork upholstery (50%), and Illuminations candles (365%) (Florian 2004).

Issue 1: Nontraditional forms of advertising have become so prevalent that marketers must address their role in advertising strategies. As such, models of advertising persuasion must be examined for necessary revisions to accommodate these unique forms of advertising messages.

INTRODUCING MASKING OF PERSUASIVE INTENT

A unique attribute of hybrid message forms is that their persuasive intent is hidden by the way the persuasive message is presented. In product placement, the appearance of a brand in a television program may be perceived as adding realism, rather than an attempt by the brand sponsor to persuade the viewer to purchase the product. For example, Kramer, a character on *Seinfeld*, brings Junior Mints to an open theater surgery he and his friends have been invited to watch and attempts to force his friend, Jerry, to eat some of the candy. Further mayhem ensues when one of the Junior Mints flies from the viewing area into the patient. Viewers may be so caught up in the flow of the story that they miss the persuasion attempt to get them to buy Junior Mints. In contrast, the persuasive message and intentions of the sponsor are very obvious to the consumer when seen as a Junior Mints commercial.

Balasubramanian (1994) proposed that consumers may be unaware of the commercial intent of hybrid messages (i.e., product placement) and, therefore, may process hybrid messages differently than traditional marketing communication (i.e., advertising). How a consumer processes a persuasive message is important because it determines the strength and endurance of the consumer's attitude toward the brand and

the likelihood of the consumer to purchase the product. In response, this study introduces masking of persuasive intent as an important new construct to consider when striving for persuasive message effectiveness. Both traditional (i.e., commercial) and nontraditional/hybrid (i.e., product placement) message forms are proposed as being positioned along a masking continuum with the anchor points of unmasked and masked. The traditional message form is considered unmasked because of awareness of its persuasive intent. The nontraditional/hybrid message form is considered masked because viewers may be unaware of its persuasive intent.

Issue 2: The unique element that differentiates nontraditional message forms from traditional message forms is the masking of persuasive intent. Understanding how masking of persuasive intent affects the processing of a persuasive message and the resulting behavioral outcome will help academicians fine-tune their persuasion models and will assist marketing managers in positioning their persuasive message for maximum effectiveness.

INCLUDING A RESISTANCE TO PERSUASION MEASURE

Of further interest is the reaction of consumers once they discover the sponsor's persuasive intent. An interesting stream of on-going research termed persuasion knowledge continues to explore this issue. Friestad and Wright (1994) proposed the Persuasion Knowledge Model (PKM) to explain how people gain knowledge about persuasion attempts and use this knowledge to respond to them. They believe that a consumer's awareness of a persuasive tactic affects how the consumer responds to the persuasion attempt (Wright's (1985) "schemer schema"). Resistance to persuasion was proposed as one measure of the target's ability to cope with persuasion attempts. Due to

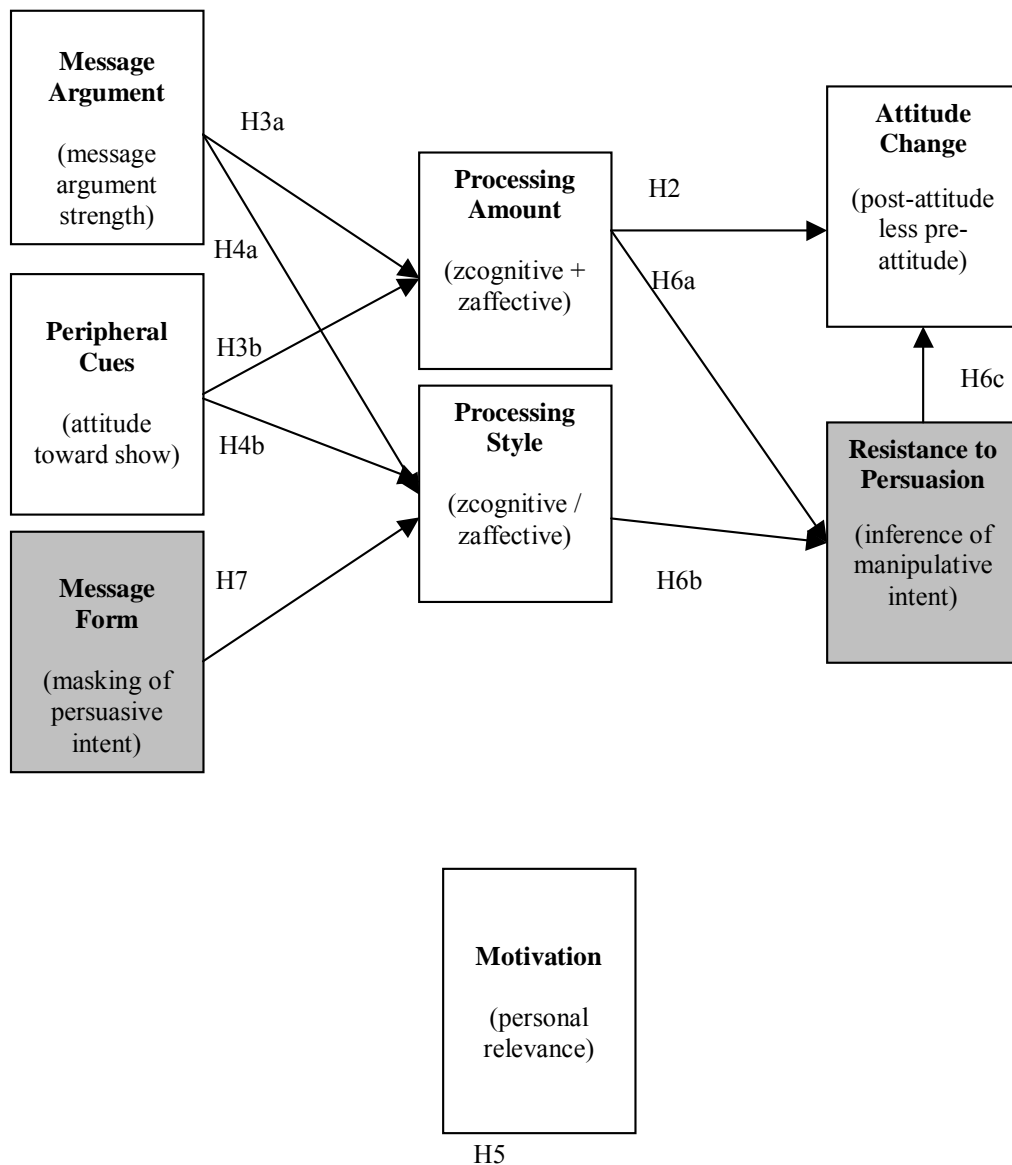
the concealed nature of the persuasive message in nontraditional/hybrid message forms, the new construct, masking of persuasive intent, necessitates the inclusion of resistance to persuasion when examining nontraditional message forms.

Masking of persuasive intent can affect the mediating processes utilized in attitude change. Awareness of the persuasive intent of a message form, as in traditional message forms, causes the person to generate counterarguments. Due to an increase in counterarguments, low masking of persuasive intent in commercials can be associated with cognitive processing, resulting in greater resistance to persuasion. If a person is unaware of the persuasive intent of a message in nontraditional/hybrid message forms no manipulative intent is inferred. Thus, high masking of persuasive intent in a product placement can be associated with affective (or emotional) processing, resulting in less resistance to persuasion.

Issue 3: Masking of persuasive intent will influence how the recipient will respond to the persuasion attempt. The more masked the persuasive message is, the less the recipient will resist persuasion.

SUMMARY

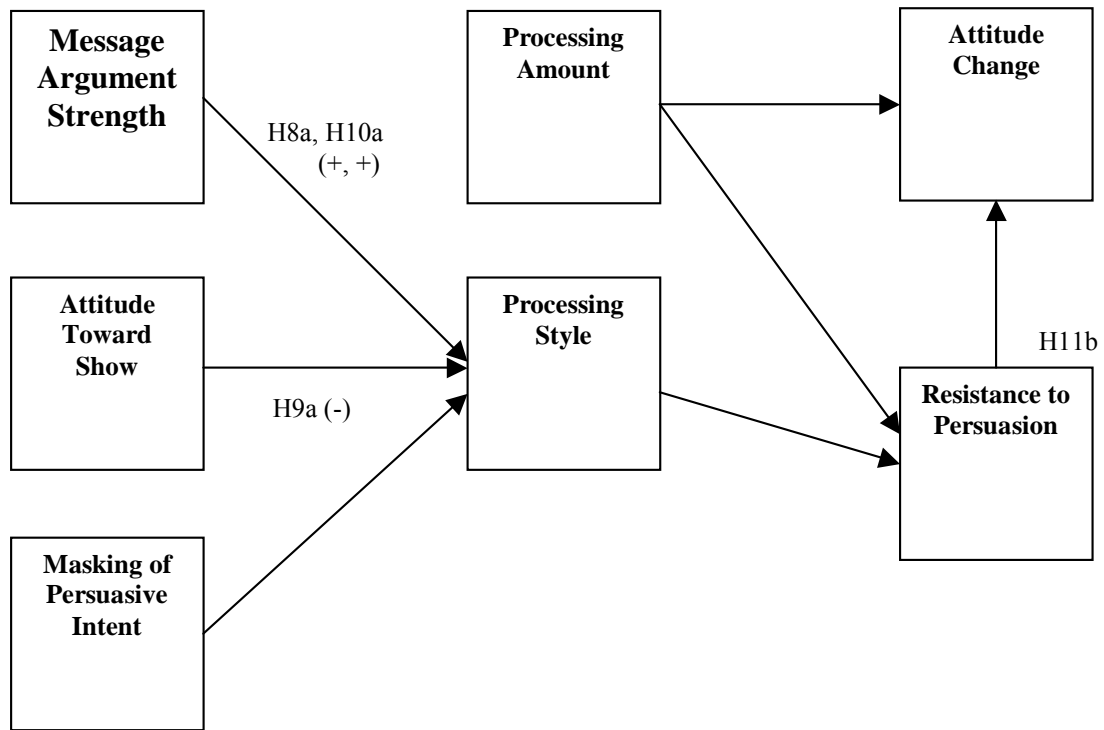
In summary, this paper examines three major issues that arise out of the infusion of the new nontraditional/hybrid message forms (i.e., product placement) into marketing communication. Based on extant persuasion literature, a generalized persuasion model and a message form-specific persuasion model are developed and are empirically examined. In the generalized model (Figure 1), masking of persuasive intent is one element that contributes to the processing and outcome of a persuasive message. In the message form-specific model (Figure 2), the mediating processes are moderated by



- H5
 (1) – argument strength ? processing amount
 (2) – attitude toward show ? processing amount

FIGURE 1

The Generalized Model



KEY

Message Forms: Commercial (C), Sponsorship (S), Product Placement (P)

Strength and Direction of the Relationship

H8b, H10b: C: +++, S: ++, P: +

H9b: C: ++, S: +, P: +++

H11a: Masking → resistance to persuasion

A model is estimated for each message form, including commercial, sponsorship and product placement.

FIGURE 2

The Message Form-Specific Model

message form (i.e., commercial, sponsorship, product placement). Both models are used in evaluating the hypotheses via structural equation modeling and are discussed in greater detail in the following chapters.

Findings from this study will provide a better understanding of how consumers perceive, process, and are persuaded by different persuasive message forms, including both traditional and nontraditional/hybrid message forms. Academicians will gain a better understanding of how the newer forms of marketing communication fit into the comprehensive persuasion framework. Marketers will have other means of communicating with their target markets at their disposal and will be able to determine the optimal marketing communication tactic(s) for persuading their consumers.

CHAPTER 2: REVIEW OF LITERATURE

Many marketing managers fear that advertising is no longer as effective as it used to be. This can be attributed to many reasons. According to the president of PQ Media, Patrick Quinn, “Technological advances, most notably PVRs (personal video recorders), and continued audience fragmentation, due to the growing popularity of new media like the Internet and video games, have led major marketers who are already skeptical of their return on investment in traditional advertising to become even more dispirited with the old means of reaching target audiences” (c.f. Promo Xtra 2005). Technology, clutter, and audience fragmentation are blunting the effectiveness and reach of commercial spots, resulting in decreased advertising spending (Manly 2005).

A prime concern is that viewers seem to have developed a knack for avoiding television commercials. In addition to being able to change the channel to avoid television commercials (zapping), audiences can now also fast-forward through or entirely skip the commercials (zipping), due to the advent of the personal video recorder (i.e., TiVo). Now, even a live television broadcast can be paused, recorded, fast-forwarded, or rewound by the viewer. The remarkable impact of this new technology has prompted marketing managers to seek other means than just traditional advertising to reach their target audiences.

Consequently, nontraditional approaches (i.e., television product placement) are growing in popularity. “With TiVo’s ad-skipping capabilities and the declining popularity of the 30-second spot, marketers focused more of their advertising dollars last year on reality TV programs and media to lure the 18- to 34-year old demographic” (Promo Xtra 2005, p. 1). In 2004, the expenditures of the nontraditional message form of

product placement jumped by 30.5 percent, while the traditional advertising and marketing expenditures only rose by 7 percent (Promo Xtra 2005).

Nontraditional message forms are unique in that they discretely embed persuasive messages in the presentation method. For example, in a product placement (one type of nontraditional message form) the brand is placed in a television program for two reasons: (1) to add realism to the program and (2) to persuade the viewer to buy the brand. However, viewers may be so caught up in the flow of the story that they may not realize the brand is trying to persuade them. The hidden nature of the persuasive message in nontraditional approaches calls into question how these message forms are processed, their effectiveness, and whether their persuasion mechanisms differ from the mechanisms of traditional advertising (i.e., commercial). Thus, a closer examination of the how consumers perceive, process, and are persuaded by different persuasive message forms is needed.

Discussion will proceed based on the issues raised in Chapter 1, including: (1) the incorporation of nontraditional approaches into the traditional persuasion literature; (2) the introduction of a new persuasion element, masking of persuasive intent, and its role in how marketing communication works; and (3) the resulting necessity of including the measure of resistance to persuasion when examining nontraditional approaches. This will be accomplished by examining the extant persuasion models in the persuasion literature for a better understanding of the mechanisms of the traditional message forms. Given that the traditional message form of advertising is predominant in the persuasion literature, this will serve as the fundamental building block for understanding how message forms are processed and how they impact persuasive message effectiveness.

Building on that foundation, the concept of nontraditional approaches will be introduced in three specific areas. First, one particular nontraditional message form, product placement, will be discussed in detail to gain a better understanding of the unique nature of nontraditional message forms. Essentially, nontraditional message forms differ from traditional message forms in that the persuasive intent of the brand is veiled in the presentation method. This difference will be identified as masking of persuasive intent, an important new construct for marketers to consider. Second, the hidden nature of the nontraditional message form may have implications on how the audience will respond to a persuasion attempt. Therefore, resistance to persuasion will be proposed as a necessary outcome measure, in addition to the conventional attitude change measure, when examining nontraditional message forms. Finally, the impact of including the previously overlooked construct, message form (masking of persuasive intent), in the existing persuasion models will be proposed and examined. Two models, a generalized model and a message form-specific model, will be derived from the persuasion literature to test the hypothesized relationships.

In summary, technological advances have dramatically decreased marketers' reliance on the traditional message form of advertising and increased the use of nontraditional message forms, such as product placement. A new variable, masking of persuasive intent, is proposed to be included in the extant persuasion models to reflect this shift. Thus, discussion begins by examining the traditional message form of advertising, the established persuasion framework on which to build by adding the relevant nontraditional message form elements, message form (masking of persuasive intent), and resistance to persuasion.

PERSUASION FRAMEWORK OF THE TRADITIONAL MESSAGE FORM

Advertising has been the predominant message form studied in persuasion research (Petty et al. 1983; MacInnis and Jaworski 1989; Goodstein 1993; Chaudhuri and Buck 1995; Sengupta et al. 1997; Meyers-Levy and Malaviya 1999). As such, this theoretically grounded research provides a strong foundation upon which to understand if and how nontraditional message forms may differ from the traditional message form of advertising. Petty and Wegener (1998) presented a generic framework that depicts the mediational analysis of attitude change that has guided most persuasion research in the twentieth century. The comprehensive model presented in this study (see the non-shaded boxes in Figure 1) is an adaptation of Petty and Wegener's (1998) framework of general processes and mediated effects of independent variables on attitude change.

Based on the findings from contemporary persuasion literature, Petty and Wegener (1998) categorized the antecedents and mediating processes involved in attitude change. They identified four basic antecedent factors (recipient characteristics, message, source, and context) that affect the outcome of attitude change through three interrelated mediating processes (affective, cognitive, and behavioral processes). The framework of the traditional persuasion models will be discussed by working backwards, starting with a brief history of the conventional outcome variable of attitude change, then discussing the theories associated with the mediating processes, and finally, looking at the independent variables proposed as antecedents of the mediated relationship.

Attitude Change

A person's overall evaluation of, or attitude toward, a person, object, or issue has enormous implications on the most critical and mundane choices that a person makes in

his/her life every day. As such, billions of dollars are spent annually in an attempt to modify a person's evaluation from one value to another or to induce attitude change (Petty and Wegener 1998).

The early history (prior to the 1950s) of empirically observing attitude change focuses primarily on reactions to political propaganda (Lasswell, Casey and Smith 1935) and shifts in public opinion (Lazarsfeld, Berelson and Gaudet 1944). In the 1950s, the pioneering efforts of Carl Hovland and his colleagues at Yale were instrumental in making the study of attitude change a central focus in social psychology (Petty and Wegener 1998). The Yale group was the first to examine variables that are still of interest today, including source credibility (Hovland, Janis, and Kelley 1953), individual differences (Hovland and Janis 1959), attitude structure (Hovland and Rosenberg 1960), message order effects (Hovland 1957), ego involvement (Sherif and Hovland 1961), as well as other *external* variables that affect attitude change. In the 1960s, Leon Festinger's group of consistency theorists (Abelson, Aronson, McGuire, Newcomb, Rosenberg, and Tannenbaum 1968) examined the "*internal* tension that was thought to result when people engaged in actions inconsistent with their beliefs, attitudes, and values" (Petty and Wegener 1998, p. 325, italics added). These two approaches are still influential today.

By the 1970s, researchers were faced with conflicting findings and little conceptual coherence (Fishbein and Ajzen 1972; Kiesler and Munson 1975; Sherif 1977). In response, they developed multi-process frameworks to account for the many conflicting findings. By focusing on the mediation and moderation of attitude change

effects, these models propose that different processes can lead to attitude change in different circumstances.

Mediating Processes

Many theories and multi-process frameworks have been set forth to explain how information is processed in advertising, a traditional message form (Mitchell 1981, Chaiken and Eagly 1983, Park and Mittal 1985, Petty and Cacioppo 1986, MacKenzie and Lutz 1989, MacInnis and Jaworski 1989, Petty and Wegener 1998, Meyers-Levy and Malaviya 1999). Two of the most popular frameworks, the Elaboration Likelihood Model (ELM) and the Heuristic-Systematic Model (HSM), began as doctoral dissertations (Chaiken 1978; Petty 1977) and were later expanded into full persuasion theories (Chaiken 1987; Chaiken, Liberman, and Eagly 1989; Petty and Cacioppo 1981; Petty and Wegener 1998). The ELM and HSM frameworks propose that attitude change may occur through two mediating processes, one that requires a high level of mental effort and one that requires very little mental effort (Petty and Wegener 1998). These two models have both similarities and differences. They both have similar conceptions of what they refer to as central route (ELM) or systematic (HSM) processing which require higher levels of mental effort; their differences lie in their conceptions of what they refer to as peripheral route (ELM) or heuristic (HSM) processing, which require lower levels of mental effort. The peripheral route processing of ELM includes various affective and cognitive mechanisms when argument scrutiny is absent, whereas the heuristic processing of HSM is more narrow, focusing on simple decision rules or cognitive heuristics to formulate judgments (Eagley and Chaiken 1993). Each persuasion model will now be examined more closely.

The Premise of the Process Models

The Elaboration Likelihood Model (ELM) is a theory about the processes of attitude change and the resulting strength of those attitudes (Petty and Wegener 1998). Petty and Cacioppo (1986) articulate their model in terms of seven postulates. Their first postulate states: “People are motivated to hold correct attitudes” (Petty and Cacioppo 1986, p. 127). Based on Festinger’s (1950) work in social communication, people will seek out information to determine if their opinions are correct.

Their second postulate states: “Although people want to hold correct attitudes, the amount and nature of issue-relevant elaboration in which people are willing to evaluate a message vary with individual and situational factors” (Petty and Cacioppo 1986, p. 128). Elaboration is defined as the extent to which a person thinks about the issue-relevant arguments contained in a message. Although Petty and Cacioppo (1986) present an elaboration continuum ranging from no thought about the issue-relevant argument to the complete elaboration of the issue-relevant argument and its integration into the person’s attitude schema, they emphasize that there are two basic routes to persuasion. One route to persuasion, the central route, is considered more cognitively dominated (focuses on issue-relevant arguments), while the other route to persuasion, the peripheral route, is considered to be more affectively dominated (focuses on peripheral cues).

Their third postulate states: “Variables can affect the amount and direction of attitude change by: (A) serving as persuasive arguments, (B) serving as peripheral cues, and/or (C) affecting the extent or direction of issue and argument elaboration” (Petty and Cacioppo 1986, p.132). Arguments are information that can be used by the person to

evaluate the true merits of an advocated position. In ELM, a strong argument generates favorable thoughts, while a weak or specious argument generates unfavorable thoughts. Peripheral cues are simple cues that affect attitudes in the absence of argument processing. Variables can affect argument processing in an objective or biased manner.

Their fourth postulate states: “Variables affecting motivation and/or ability to process a message in a relatively objective manner can do so by either enhancing or reducing argument scrutiny” (Petty and Cacioppo 1986, p. 138). Some variables that may enhance or reduce argument processing include distraction, repetition, personal relevance/involvement, personal responsibility, and need for cognition.

Their fifth postulate states: “As motivation and/or ability to process arguments is decreased, peripheral cues become relatively more important determinants of persuasion. Conversely, as argument scrutiny is increased, peripheral cues become relatively less important determinants of persuasion” (Petty and Cacioppo 1986, p.152). This postulate emphasizes the role of peripheral cues in persuasion.

Their sixth postulate states: “Variables affecting message processing in a relatively biased manner can produce either a positive (favorable) or negative (unfavorable) motivational and/or ability bias to the issue-relevant thoughts attempted” (Petty and Cacioppo 1986, p. 163). Variables include prior knowledge and forewarning.

Their seventh postulate states: “Attitude changes that result mostly from processing issue-relevant arguments (central route) will show greater temporal persistence, greater prediction of behavior, and greater resistance to counter persuasion than attitude changes that result mostly from peripheral cues” (Petty and Cacioppo 1986, p. 175). This postulate addresses the endurance of the outcome of each processing route.

In summary, the degree of motivation and/or ability of the individual determine the likelihood of the individual elaborating on the brand message and, therefore, determine which of two routes of persuasion will be engaged. If motivation and/or ability are high then elaboration likelihood is also high, resulting in message-argument processing in what they refer to as the central route. However, if motivation and/or ability are low, elaboration likelihood is also low, resulting in peripheral cue processing in what they refer to as the peripheral route. The route of processing determines the strength of the subject's attitude toward the brand. Attitude change through the central route is considered to be stronger and more enduring, whereas attitude change through the peripheral route is considered to be weaker and more temporary.

The Heuristic-Systematic Model (HSM) was developed at about the same time as the ELM, but the latter became more popular. The two models have similarities, but also unique differences. Both models utilize a dichotomous representation of processing and conceptualize similar antecedents and outcomes of mediation. Both models were developed to apply in settings where the individual's primary motivational concern is to attain attitude that squares with relevant facts, although the HSM has been expanded to include defense-motivation and impression-motivation in addition to the validity-seeking persuasion context (Eagly and Chaiken 1993).

Distinctions between the ELM and HSM Models

ELM and HSM differentiate themselves through their distinctive conceptions of the peripheral route and heuristic processing, respectively. While the ELM is a systematic process theory, focusing on the cognitive elaboration of an argument (or message-relevant thinking), the HSM contrasts systematic processing with a heuristic

mode. Similar to the ELM's central route, systematic processing is conceptualized as an analytic orientation in which individuals scrutinize all information relative to their judgment task. Heuristic processing in HSM, on the other hand, is conceptualized as involving less cognitive effort and resources. In the ELM, peripheral cues refer to any variable capable of affecting persuasion without affecting argument scrutiny and may include cognitive mechanisms (heuristic processing, attributional reasoning, affective mechanisms, and social role mechanisms) (Eagly and Chaiken 1993). In the HSM, individuals that are processing heuristically only focus on a subset of available information necessary to enable them to use simple decision rules or cognitive heuristics that they have learned from past experience (Eagly and Chaiken 1993). Further, and unique to HSM, heuristics are dependent on their availability and accessibility in memory (Petty and Wegener 1998).

Thus, HSM's conception of heuristic processing is narrower in scope than the ELM's peripheral route to persuasion. "The heuristic-systematic model's most unique contribution as a theory of attitude formation and change is its proposition that simple decision rules mediate attitudinal judgment and its assumption that such heuristics are learned knowledge structures" (Eagly and Chaiken 1993, p. 342).

Frameworks Encompassing the Process Models

In an effort to consolidate the various multi-process models proposed, some researchers have derived theoretical frameworks and propositions that incorporate the theories of ELM, HSM, and various other proposed process models into a grander model (MacInnis and Jaworski 1989, Petty and Wegener 1998, Meyers-Levy and Malaviya

1999), thereby making their own unique contribution to a better understanding of the brand attitude formation process.

MacInnis and Jaworski's (1989) framework proposes the moderating influence of types of needs (utilitarian or expressive), as well as motivation, ability, and opportunity on brand processing. Attitude toward the ad is proposed to mediate the relationship between ad exposure and brand attitudes. Six levels of brand processing operatives are identified (feature analysis, basic categorization, meaning analysis, information integration, role-taking, and constructive processes) based on motivation, attention, and capacity of the individual. Brand processing operatives range from very low motivation and capacity, with a focus on a secondary task, to very high motivation and capacity, with a focus on the ad. These affect brand attitude, mediated through the cognitive and emotional responses elicited.

Meyers-Levy and Malaviya (1999) propose a framework that delineates three alternative strategies for processing information and forming judgments based on the level of cognitive resources employed. Two of the strategies, the systematic approach and the heuristic approach, are drawn from the dual-process models. A third processing strategy, experiential processing, is proposed to operate on the sensations or feelings prompted from the act of processing rather than thoughts prompted by message content (Meyers-Levy and Malaviya 1999). The framework also includes a judgment correction stage explaining processing mechanisms that come into play when people perceive a bias in their initial source and choose to correct their initial judgments.

Summary

While these and other general frameworks flesh out and integrate the various process theories found in the literature, a central tenet of these persuasion models is that the way consumers process information influences their response to persuasion attempts. As previously noted, the two most popular process models in persuasion literature, ELM (Petty et al. 1983) and HSM (Chaiken and Eagly 1983), distinguish between two routes to persuasion: a route that involves more cognitive effort (central or systematic route) and a route that involves less cognitive effort (peripheral or heuristic route). In this study, the central or systematic route is referred to as *cognitive processes*, whereas the peripheral or heuristic route is referred to as *affective processes*.

Antecedents

A central question still remains: what factors dictate the route taken by the consumer? What are the relative impacts of consumer characteristics versus the message itself? Each of the four primary influences identified and described in detail by Petty and Wegener (1998), recipient characteristics, message, source, and context, has been shown to have diverse impacts and is summarized below, drawing heavily from Petty and Wegener's (1998) organization and description of the material.

Recipient Characteristics

Recipient characteristics refer to any generally enduring aspects of the receiver (Petty and Wegener 1998). There are three common types of variables related to the recipient characteristics. The first are attitudinal variables, such as attitude accessibility (Houston and Fazio 1989, Jamieson and Zanna 1989) and issue-relevant knowledge (Petty and Cacioppo 1986a, Petty et al. 1994). These variables affect the strength of

attitude change. The accessibility of an attitude can determine the direction of attitude change, serve as a peripheral cue, or increase the amount of scrutiny given to a persuasive message. Prior knowledge may also function as a peripheral cue, affect the extent of elaboration, and bias information processing.

The second type of recipient characteristic is demographic, such as gender (Janis and Field 1959, Knower 1936) and age (Messerschmidt 1933, Ceci and Bruck 1993, Alwin, Cohen, and Newcomb 1991). The variable of gender gained much attention when research showed that women were more susceptible to influence than men (Janis and Field 1959, Knower 1936). Various theories have been offered to account for the findings, but most likely interaction effects, with other variables (culture and message content), are attributable to the differences. The variable of age focuses on the vulnerability of certain populations, particularly young children. Susceptibility to influence in these groups becomes a social responsibility issue.

The third type of recipient characteristic is the individual's personality or skills. These include intelligence (McGuire 1968, Rhodes and Wood 1992), self-esteem (McGuire 1968, Skolnick and Heslin 1971, Rhodes and Wood 1992), self-monitoring (DeBono and Harnish 1988), and need for cognition. A number of individual differences have been examined to determine which personality traits are related to susceptibility to persuasion. A meta-analysis (Rhodes and Wood 1992) revealed that increased intelligence was associated with decreased persuasion. The same meta-analysis revealed a curvilinear relationship between self-esteem and persuasion, positive when the individual is receptive and negative when the person is not receptive to the persuasive message. Self-monitoring is the sensitivity of individuals to socially appropriate behavior

versus reliance on internal beliefs (Snyder 1974). Attitudes serve different functions for different levels of self-monitoring (Katz 1960, Smith et al. 1956). Each group should be more persuaded by messages that match the function served by their attitudes (Petty and Wegener 1998). Individuals with a high need for cognition have a higher motivation for cognitive elaboration because they enjoy thinking, as opposed to cognitive misers who think only when they are in a situation that forces them to do so (Cacioppo and Petty 1982, Cacioppo et al. 1996). As with all individual difference variables, there may be interaction effects with other variables (i.e., mere thought effect and primacy/recency effect).

Message

The message refers to aspects of the communication itself (Petty and Wegener 1998). There are three common characteristic types related to the message, including message topic/position/style, the content of the message, and the message organization.

The first type of message characteristic involves the message topic, position, and style. In describing this characteristic, four elements are considered: issue-relevance/importance, the position taken, conclusion drawing, and the use of rhetorical questions. Issue-relevance/importance indicates that some people care about some issues more than others (Zimbardo 1960, Thomsen et al. 1995, Petty, Cacioppo and Haugtvedt 1992, Crano 1995, Boninger, Krosnick and Berent and Fabrigar 1995, and Sherif, Sherif and Nebergall 1965). Issue-relevance/importance can be classified as a recipient characteristic, but since the influence agent can affect the message to increase personal relevance (Burnkrant and Unnava 1989), it is also considered with message characteristics (Petty and Wegener 1998). Personal relevance increases message

elaboration, increasing persuasion with strong arguments, but decreases persuasion when arguments are weak (Petty and Cacioppo 1979b).

The position taken plays a prominent role in persuasion based on whether the recipient of the message finds the message agreeable or disagreeable. Several theories have been offered to explain message discrepancy, or how far the message position is from one's own attitude (Petty and Wegener 1998). One group of researchers proposed that attitude change should be an increasing function of message discrepancy (Anderson and Hovland 1957, Hunter, Danes and Cohen 1984). Social judgment theorists proposed that the recipient's latitude of acceptance (or range of acceptance) would moderate the effects. Based on the ELM (Petty et al. 1992), message discrepancy could serve different functions based on the level of elaboration likelihood. Conclusion drawing involves presenting the message position either implicitly or explicitly. Research has shown that stating the position explicitly is more persuasive (Hovland et al. 1949), but persuasion is stronger if the recipient draws his/her own conclusion (Fine 1957). When presenting the message implicitly, however, there is concern that the recipient will be unable or unwilling to draw the correct conclusion (McGuire 1969). Therefore, only if the recipient is highly motivated will an implicit message be more effective (Stayman and Kardes 1992). The use of rhetorical questions also impacts attitude change. They may serve as a positive source cue if the speaker appears more likeable or a negative source cue if the speaker appears less confident. They may also serve as a signal of high quality arguments. Since rhetorical questions require the recipient to think, they may enhance cognitive processing if the elaboration likelihood is low, or may disrupt processing if the elaboration likelihood is already high (Petty and Wegener 1998).

The second type of message characteristic is the content of the message. This is the most studied feature (Petty and Wegener 1998) with variables including argument quality, argument quantity, positive versus negative framing of arguments, fear/threat appeals, emotion versus reason in messages, and one-sided versus two-sided messages. An argument involves presenting some consequence that is likely to occur if the advocacy is adopted (Petty and Wegener 1998). The quality of the argument depends upon the recipient's perception that the consequences are likely and desirable (Areni and Lutz 1988, Petty and Wegener 1991). Importance (Smith, Bruner and White 1956, Katz 1960) and the novelty of the consequences (Shavitt 1989, Snyder and DeBono 1989) may also impact persuasion effectiveness. Work in argument quantity has shown that in low elaboration conditions, increasing the number of arguments in a persuasive message increases persuasion. In high elaboration conditions, increasing the number of strong arguments increases persuasiveness, but increasing the number of weak arguments actually decreases persuasion (Petty and Cacioppo 1984a). The effect of framing arguments depends upon the individual's level of motivation. When motivation is high, negatively framed arguments have greater impact, whereas when motivation is low, positively framed arguments are more effective (Maheswaran and Meyers-Levy 1990). Individual difference variables may also play an important role in framing effectiveness.

A fear or threat appeal has shown to be effective if the recipient is convinced of the severity or undesirable effects of the consequences and believes that there is a high likelihood of the consequences occurring if the suggested actions are not taken (Rogers 1983). Fear/threat appeals may also serve as a simple cue, bias message processing, and determine the extent of message scrutiny (Petty and Wegener 1998). In determining

whether emotion or reason in messages is more effective, current research has suggested that it depends on the basis of the attitude under challenge (Petty and Wegener 1998). In one set of studies, matching was best (Edwards 1990, Edwards and von Hippel 1995), while in another set of studies, mismatching was determined to be best (Millar and Millar 1990). Conflicting results suggest that the issue would benefit from more research. On the issue of one- versus two-sided messages, meta-analysis (Allen 1991) has discovered that it is important to distinguish between two-sided messages that are refutable and those that are non-refutable. “Across the relevant literature, refutational messages were more effective than one-sided communications, but nonrefutational messages were less effective than one-sided messages” (Petty and Wegener 1998, p. 355).

The third type of message characteristic is message organization. Common variables include whether one should start or end with the strongest argument and whether the source should be presented before or after the message argument. Another variable of interest is the temporal ordering of the message, or the placement of one’s side of the argument first or second. Temporal ordering has been suggested as a moderator of the primacy/recency effect (Petty and Wegener 1998). Primacy indicates that the first placement would result in the strongest persuasion, whereas recency indicates that the most recent, or the second placement, in this case, would be more effective (Miller and Campbell 1959). Personal relevance has also been suggested as a moderator (Haugtvedt and Wegener 1994).

Source

Source variables refer to aspects of the person or entity presenting the persuasive message (Petty and Wegener 1998). Sources may be explicit (i.e., a candidate makes a

speech about his/her candidacy) or implied (i.e., a voiceover talking about the attributes of the brand in a commercial). Based on Kelman's (1958) taxonomy, there are three common types of characteristics related to the source, including credibility, attractiveness, and power.

The first type of source characteristic is credibility. Even in early studies, there were indications that source credibility does not operate the same in all circumstances (Petty and Wegener 1998). As an example, Hovland and Weiss (1951) found that the effect of source credibility was more pronounced for topics that were less likely to directly impact the subjects than for topics that were highly relevant to the subjects. Two of the more frequently examined types of source credibility include the perceived expertise of the source (knowledge) and the trustworthiness of the source.

Source expertise can act as a peripheral cue such that in conditions of low (rather than high) personal relevance, highly expert sources lead to more persuasion than inexperienced sources (Petty, Cacioppo and Goldman 1981). Source expertise effects, moderated by other variables, also relate to the amount of scrutiny given to persuasive messages (distraction with Kiesler and Mathog 1968 and external versus self-paced messages with Andreoli and Worchel 1978). Lastly, source expertise has a biasing impact under high elaboration conditions (i.e., argument strength with Chaiken and Maheswaran 1994).

Trustworthiness can affect the processing of persuasion messages. Trustworthy sources are more persuasive than untrustworthy sources (Eagly, Wood, and Chaiken 1978, Mills and Jellison 1967). Further, people who prefer not to process a message will

accept a message from a trustworthy source without scrutiny (Priester and Petty 1995, Cacioppo and Petty 1982).

The second type of source characteristic is attractiveness. Attractiveness includes not only the physical aspects of the source, but also perception of the source as likeable. Source attractiveness/likeability primarily serves as a peripheral cue, having a greater effect on persuasion when elaboration likelihood is low rather than high. However, if endorser attractiveness can in itself act as an argument by relating directly to the attributes of the product (i.e., a supermodel endorsing a beauty product), then attractiveness may influence evaluations in high elaboration conditions (Shavitt, Swan, Lowery, and Wänke 1994).

The third type of source characteristic is power. The power of the source over the message recipient includes having control over the positive or negative sanctions and the ability to monitor whether or not the recipient accepts the source's position (McGuire 1969, Petty and Wegener 1998). Powerful sources are more persuasive than weak sources. However, power may interact with other variables (i.e., distraction, relevance and reactance).

Context

Context refers to any factors related to the setting of the communication (Petty and Wegener 1998). This is a broad category of variables that includes variables such as distraction, audience reactions, forewarning, anticipated discussion or interaction, channel/message modality, mood, and repetition of the message. Any of these factors can influence the outcome of a persuasion attempt.

Distraction influences attitudes by disrupting one's thoughts (Petty and Wegener 1998, Petty et al. 1976, Kiesler and Mathog 1968). The term forewarning refers to an instance in which an individual receives a persuasive message after learning about the position that will be taken or the persuasive intent of the source (Petty and Wegener 1998). Researchers believe that the forewarning of an advocated position gives the individual time for developing anticipatory counterarguments. Forewarning of persuasive intent without knowledge of the topic interacts with personal relevance in determining attitude change. When individuals anticipate discussion or interaction, a concern for a favorable social impression arises. Their resulting attitudes are affected by how important the issue is to them, if they know the opinions of the audiences, and if they already have an established attitude toward that issue. The communication mode (print, audio, or audiovisual) in which the persuasive message is presented also affects persuasion because some modes cause greater scrutiny than others (Petty and Wegener 1998).

Mood, or the way one feels at a particular point in time, can serve multiple roles. When elaboration is low, mood will act as a peripheral cue (Gorn 1982, Petty et al. 1993). When elaboration is moderate, mood will impact the extent of elaboration. A happy mood will disrupt processing (Mackie and Worth 1991, Schwarz, Bless, and Bohner 1991), whereas a negative mood will increase processing (Schwarz 1990, Bless, Bohner, Schwarz, and Strack 1990). Happy people cognitively process to the extent that they will remain happy (Bless et al. 1990, Mackie and Worth 1989). When elaboration is high, mood influences the nature of the thoughts that come to mind (Petty and Wegener 1998). Happy moods produce favorable thoughts and favorable attitudes. When the argument

includes a proposition for avoiding a negative consequence, individuals in negative moods process information in an attempt to rectify or improve their situation (Petty and Wegener 1991, Wegener et al. 1994).

Repetition of a message has been shown to enhance persuasion up to a certain point, at which the individual becomes irritated or bored and processing becomes biased (Cacioppo and Petty 1979b). If the message argument is strong, low levels of repetition serve as an aid for further processing of the message, whereas if the message argument is weak, persuasion is decreased (Cacioppo and Petty 1989). To reduce the monotony of increased repetition of the same message, introducing variations of the message is recommended (Schumann, Petty and Clemons 1990).

Summary

In summary, multiple roles are possible for each antecedent variable. An antecedent variable can serve one of several roles: relevant argument, peripheral cue, bias to processing, and change in the level of scrutiny (Petty and Wegener 1998). Each affects how a message is processed and the resulting persuasion outcome.

Overview

Several multi-process models have been proposed which proffer that attitude change is mediated via two routes to persuasion, based on the level of issue-relevant argument scrutiny. These include a cognitive route (central or systematic) and an affective route (peripheral or heuristic). Also, various antecedent variables have been shown to influence message processing and persuasion effectiveness. As previously noted, extant persuasion research has been conducted in the area of advertising, a

traditional message form. In light of the increased usage of nontraditional message forms, the focus turns to the element of the type of message form itself.

PERCEPTION OF MESSAGE FORM: AN ADDITION TO THE PERSUASION FRAMEWORK

Considering the variety of persuasive message forms (traditional and nontraditional) available to marketing managers today, message form is an important and interesting contribution to the generally accepted comprehensive persuasion framework and, therefore, is the focus of this study. This section takes a closer look at traditional and nontraditional message forms and describes their differences.

Substantial research indicates that how the audience perceives the message will impact how it responds to a marketer's persuasion attempt (Wright 1985; Petty and Cacioppo 1986; Wells 1989; Deighton et al. 1989; Eagly and Chaiken 1993; Friestad and Wright 1994; Petty and Wegener 1998; Campbell and Kirmani 2000). Therefore, it is necessary to distinguish between message forms. The traditional and nontraditional message forms will be introduced and described to help identify any relevant differences.

Traditional Message Form of Advertising

The traditional message form of advertising proposed by Wells (1989) was based on the amount of drama inherent in the advertisement. He proposed that advertisements are made up of two distinct ingredients: lecture and drama. In a lecture, the advertiser directly addresses the audience with the intended message. The product is displayed, demonstrated, and its benefits are talked about. In a drama, the audience is not addressed but, rather, the message is overheard as in watching a play. These advertising forms may appear in advertisements separately or together.

Wells (1989) suggested that lecture and drama work differently in persuading the audience. In a lecture, the speaker uses argument and exhortation to persuade. The sponsor's message is understood, and the information is processed in an evaluative process. The downside of the lecture format is that the audience is aware of the sponsor's persuasive intent and perceives the information as "ideas that other people are trying to impose on me" (Wells 1989, p. 15). In a drama, viewers are drawn into the action and process the ad through the empathetic relationships they develop with the characters in the ad (Boller and Olson 1991). Viewers identify with the experience of the character and vicariously participate in that character's experience. However, drama does have its downside. Realism of the story is critical to the success of the drama format. Further, a drama relies on the audience to make the necessary inference, risking the sponsor's message being overlooked or the wrong conclusions being drawn.

Building on Wells' (1989) work, Deighton et al. (1989) empirically examined whether or not advertising form influences how television ads are processed. They proposed a continuous dramatization scale based on the presence or absence of three attributes: plot, character, and narration. Plot, or the main story, involves a series of events in a temporal sequence with its unity dependent upon causality (Stern 1994). The characters are those who act within the context of a plot (Deighton et al. 1989). The audience experiences the product vicariously through the character. Narrators, on the other hand, address the audience directly, mediating between the action and the audience's perception of the action (Stern 1994). Deighton et al. (1989) identified the anchor points of their proposed dramatization scale to be argument (similar to Wells' "lecture"), which can be classified as plotless, characterless, and narrated, and drama

(which Wells also calls “drama”), which has a plot and character, but no narrator. Variations of these forms make up the points along the scale.

Deighton et al. (1989) suggested that there are two paths to persuasion that correspond to the two types of advertising appeal. One path is through objective testing, such as an argument (or lecture) appeal, in which the viewer considers the information and accepts the claim as true. The second path is more subjective by appealing to feeling, as in a drama appeal. Four indicators were used to empirically examine the proposed persuasion paths of argument and drama television commercials. These indicators included counterargument, expression of belief, expression of feeling, and verisimilitude. Persuasion was measured based on a change of the consumer’s perceived value. They found that the appeal of an argument is processed evaluatively through counterargument and expression of belief, whereas the appeal of a drama is processed empathically through verisimilitude and expression of feeling. Thus, Deighton et al. (1989) demonstrated that advertising form does influence how ads are processed. Note how well the two paths to persuasion proposed by Deighton et al. (1989) correspond with the previously mentioned persuasion models (ELM and HSM). The objective testing path (lecture) corresponds with the central/systematic route, while the subjective path (drama) corresponds with the peripheral/heuristic route.

The competition for consumers’ attention requires that advertisers continually develop new forms of communication. The lecture-drama dimension can help to characterize these new message forms, termed “nontraditional approaches” or “hybrid messages,” such that they are now distinct from the traditional advertising message form.

Nontraditional/Hybrid Message Forms

For many years, persuasive attempts have used other techniques as a complement to advertising. One primary tool is public relations, which is distinguished as messages that are not paid for by the sponsor (Balasubramanian 1994). Each technique offers the sponsor a distinct advantage and disadvantage relative to the communication elements of message and perceived source. In advertising, the sponsor has control over the message content and format; however, the perceived source of the message is viewed with skepticism because the audience is aware of the motives of the sponsor. In publicity, the message is perceived as more credible because it is coming from a third party, however the sponsor does not have control over the message. Balasubramanian (1994) notes the growing popularity of a new genre of communication that he refers to as *hybrid messages*. Hybrid messages provide the sponsor with the optimum benefits-mix by combining the advantages of advertising and publicity while overcoming their shortcomings. Thus, the sponsor has control over the message while the audience perceives the message as credible because it is perceived as coming from a third party (Balasubramanian 1994).

A familiar example of a hybrid message is the sponsorship. Valued at \$2 billion in 1984, the worldwide sponsorship market grew to \$23.16 billion by 1999 (Meenaghan and O'Sullivan 2001). In this hybrid message form (which appears before and/or after the show it is sponsoring) the logo of the brand appears on the television screen while a voice-over says the tagline of the brand (i.e., "Wheaties – the breakfast of champions"). The brand is able to control what is said in the persuasive message, and the audience associates the source of the brand message with the show.

New persuasive message forms are constantly being developed and becoming more widely used. Based on their unique elements and method of delivery, these new communication forms may differ from traditional advertising forms in the way they are processed and their persuasive message effectiveness. Balasubramanian (1994) was interested in the public policy implications of hybrid messages, so he classified them into two types: established and emergent. This taxonomy also illustrates the wide range of message forms that conceal their persuasive intent.

The established hybrid message types have existed for a while and have attracted some regulatory attention. These include product placement, program tie-in, and the program-length commercial. Product placement involves the unobtrusive placement of a brand within the context of a movie or television program. Program tie-in is an arrangement where the product sponsor agrees to heavily advertise on a program that provides product exposure within the program. A program-length commercial (PLC), also referred to as an “infomercial” (Balasubramanian 1994, p. 31), is a paid advertisement that is formatted to resemble a legitimate program.

The emergent hybrid types are newer forms of hybrid messages that have not yet drawn regulatory attention. These include masked-art, masked-news, and masked spokesperson messages. The masked-art hybrid message embeds a branded product within a work of art, such as a painting, sculpture, song, or literary work (Balasubramanian 1994). Masked-news embeds its messages within the format of a trusted news source. A masked spokesperson may be a masked-expert, who is biased toward a branded product without revealing the source of this bias, or a masked-celebrity, who may endorse a product without revealing that s/he is actually a paid spokesperson.

As can be seen, Balasubramanian's taxonomy points to the need to better understand consumers' processing of and reactions to hybrid message forms.

Product Placement

To better understand the nature of the hybrid message form, one type of hybrid message form, product placement, will be examined more closely. The message form of product placement has been selected due to its substantial increase in use as an alternative to the traditional 30-second commercial spot and its related public policy controversy. During the 2004-2005 season, there were more than 100,000 product placements on the six broadcast networks – an increase of nearly 28 percent from the previous season (Manly 2005). Product placement on television has graduated from brands serving as mere props for enhancing verisimilitude to being integrated into the story lines or having entire episodes revolve around the product (i.e., reality shows) (Manly 2005). Not only do sponsors now have more control over the persuasive message of their brand, but also in its portrayal in the program, so much so that during Advertising Week in New York, television writers protested for more say in product placement deals, as well as a cut in the profits (Manly 2005). This increased use of product placement spurred Commercial Alert, a consumer advocacy group founded by Ralph Nader, to file a formal complaint with the Federal Communications Commission and the Federal Trade Commission in 2003. The organization claims that product placement on television is advertising and, according to the FCC and FTC rules requiring the identification of sponsors, should be labeled as such (Bauder 2003). This would require that the word “advertisement” appear on the screen when a brand appears in the television show. The Washington Legal Foundation responded by claiming that marketers, protected by commercial free speech,

have the right to place products in television programming without the burden of labeling them (Atkinson 2004). As such, product placement is an interesting and appropriate message form to examine.

Product placement is growing in practice. While branded products were found in movies prior to the 1970s, the sponsors who provided those products did not receive remuneration (Balasubramanian 1994). In the 1980s, product placement established itself as a new persuasive message form in advertising strategies as sponsors began paying for the privilege of their products being placed in movies. One of the more notable product placements involved having the lovable alien *E.T.* follow a trail of Reese's Pieces. In just three months, sales of the candy increased by an incredible 66 percent (Reed 1989). Today's product placement statistics are astonishing. Television product placement jumped by 30.5 percent to \$3.46 billion in 2004, was projected to grow another 22.7 percent to \$4.24 billion in 2005, and to \$6.94 billion in 2009 (Promo Xtra 2005).

The questions remain: Why and how does product placement work? How does it compare to traditional advertising? Several research efforts have been directed toward these questions. Gupta and Lord (1998) examined the prominence of a product placement within a movie versus an advertisement. Weaver and Oliver (2000) expanded their research by examining the prominence of a product placement in a television situational comedy versus an advertisement, as well as the effect of combining the two. Russell (2002) extended product placement research further by examining the connection between modality and plot connection.

Placement Prominence: Movies versus Advertisement

The effect of different product placement strategies has been empirically examined in both movies and television programs. Gupta and Lord (1998) examined the effect of placement prominence (prominent or subtle) and modality of presentation (audio-only, visual-only, or combined audiovisual) on product placement in movies versus advertisements. A placement was considered prominent if the product was made highly visible on the screen or if it was central to the action in the scene. In a subtle placement, the brand's characteristics were not shown prominently. In the audio-only modality, a character mentioned some aspect of the brand. In the visual-only modality, the product was shown on the screen. The audiovisual modality included the combination of both auditory mention and visual representation of the brand. The researchers found that prominent placements resulted in the best recall, followed by advertisements and subtle placements respectively. Audio-only presentation performed better than visual-only presentation. However, audio reinforcement to visual display did not significantly affect recall.

Placement Prominence: Combinations of Message Forms

Weaver and Oliver (2000) expanded Gupta and Lord's (1998) research by examining advertising versus product placement and placement prominence in the context of a television situational comedy. They also examined the effect of combining advertising and product placement versus advertising alone. A 2 (product placement or advertisement) X 2 (prominent or subtle product placement) experimental design was employed. Results indicated that for subtle presentation (in which the brand's characteristics were not shown prominently), recall was enhanced for advertising but not

product placement. For the prominent presentation, recall was enhanced for both advertising and product placement. However, the effect was greater for advertising. Combining advertising and product placement did not have a significant effect on recall over advertising alone. Recognition was enhanced in both subtle and prominent presentation for advertising, product placement, and the two combined. Contrary to Gupta and Lord's (1989) study, Weaver and Oliver did not find product placement to be more effective than advertising.

Placement Prominence: Modality and Plot Connection

Russell (2002) proposed a Tripartite Typology of Product Placement, categorized on three dimensions: audio mode of presentation, visual mode of presentation, and plot connection. The audio mode of presentation was the mention of the brand in the program dialogue. The visual mode of presentation was the appearance of the brand on the screen. Plot connection was the contribution that a brand made to the storyline or the integration of the brand within the plot of the story. A lower plot connection indicated that the brand did not contribute much to the storyline, whereas, a higher plot connection indicated that the brand played a major part in the storyline, or a character was identified with the brand.

Russell (2002) argued that modality and plot connection could either match or be a mismatch. She identified visual modality/lower plot connection and audio modality/higher plot connection as matches, and visual modality/higher plot connection and audio modality/lower plot connection as mismatches. For example, a higher plot audio placement verbally mentions a brand name that contributes to the storyline and is considered a match, whereas a lower plot audio placement has a character mention a

brand that is not significant to the storyline and is considered a mismatch. Memory was assessed by brand recognition while persuasion was measured as a change of attitude toward the brand. This study showed that while incongruence between modality and plot connection increases memory (recall and recognition), it is congruency that enhances persuasion, which some might argue to be more important since it more convincingly relates to equity.

Summary

Overall, across the studies, recall and recognition were found to be greater in prominent product placements and when the brand was mentioned verbally by a character than in subtle placements and when the brand was viewed as part of the background (Gupta and Lord 1998; Weaver and Oliver 2000). Incongruence between the presentation mode and plot connection was also found to draw attention to the presence of the brand, increasing recognition (in accordance with the von Restorff effect), but decreasing persuasion (Russell 2002). These findings pose a challenge to marketers who do not wish to hide the brand itself, but do wish to hide its commercial intent (Balasubramanian 1994).

Overview

The traditional message form of advertising has been shown to affect how a persuasive message is processed. Nontraditional message forms may be processed differently than traditional message forms due to their unique method of delivery. An example of a nontraditional message form is product placement, which is just beginning to see some empirical investigation. Thus, if nontraditional message forms such as

product placement are predicted to result in different processing, they should also result in different attitudinal outcomes.

OUTCOMES OF MESSAGE FORM

While advertising is intended as a persuasive appeal, it has already been discussed how the method of delivery of nontraditional message forms may vary in their concealment of this intent. As such, consumers are likely to be unaware of the persuasive intent of the source under certain conditions. If consumers perceive variation in intent, corresponding variations in the types of outcomes from these messages may result. The following sections will discuss the relevance of two theoretical concepts (persuasive intent and resistance to persuasion) that have particular relevance to the outcomes of these persuasive messages.

Persuasive Intent

How individuals respond to a persuasion attempt relies, in part, on their knowledge of this type of marketing tactic. People gain knowledge about the goals and tactics of persuasion agents through experience which is defined as persuasion knowledge. Persuasion knowledge has also been referred to in the literature as “schemer schema” (Wright 1985). People use this knowledge to determine the persuasive intent of the message and to decide how they will respond to this persuasion attempt. Persuasion knowledge is affected by cognitive capacity at the time of exposure as well as the accessibility of an ulterior motive.

Friestad and Wright (1994) proposed the Persuasion Knowledge Model (PKM) to explain how people gain knowledge about persuasion and use this knowledge to cope with persuasion attempts. The PKM represents the persuasion episode as the interface

between the persuasion attempt (the persuasive message) of the source of the message, the agent, and the persuasion coping behaviors of the recipient of the persuasive message, the target. The PKM identifies the persuasion target as using three knowledge structures in a persuasion episode: topic knowledge, agent knowledge, and persuasion knowledge. Topic knowledge consists of the beliefs the target holds about the topic of the message (or brand). Agent knowledge consists of the beliefs that the target has about the motivation and traits of the agent (or source). Persuasion knowledge is the target's knowledge about the goals and tactics used by persuasion agents. Persuasion knowledge can be learned through one's culture and is referred to as "common sense" or "folk knowledge" (Friestad and Wright 1994). It can also be learned from previous exposure to persuasion attempts.

According to the model, the persuasion agent makes a persuasion attempt. The target perceives the message or group of messages (the persuasion episode) and responds with a persuasion coping behavior. The word "cope" is intended as a neutral term. The overriding objective of the target is to control the outcome of the persuasion episode to achieve his/her salient goals. Persuasion knowledge is just one means that the target may or may not choose to use. Therefore, the response of consumers who are aware of the use of a persuasion tactic will depend upon their personal goals, their agent knowledge, and their topic knowledge. As such, consumer reactions to persuasion episodes vary. As a form of response, they may question the motives of the agent, experience a "detachment effect" (Friestad and Wright 1994, p. 13) in which they are put off by the agent's attempt to use a persuasive tactic on them, or focus more on their persuasion knowledge than their topic knowledge.

Campbell and Kirmani (2000) conducted a trial in which the influence agent was a retail salesperson to research a target's use of persuasion knowledge in an interpersonal persuasion context. They found that cognitive capacity (busy versus not busy) and accessibility of an ulterior motive of persuasive intent (sincere versus insincere flattery) influence the target's use of persuasion knowledge and that, in turn, affects the target's perceptions of the influence agent. Results indicated that if an ulterior persuasion motive is highly accessible to the target, persuasion knowledge is used regardless of cognitive capacity. However, if an ulterior motive is less accessible, cognitively busy targets are less likely to use persuasion knowledge than a target that is not cognitively busy, as noted in the HSM.

Persuasion knowledge has been shown to play an important role in determining how a target will perceive and respond to a persuasion attempt. This theory is relevant to this study because many people may not have had extensive exposure to nontraditional/hybrid message forms. Therefore, the PKM suggests that targets may respond differently to message forms with which they have persuasion knowledge (i.e., commercials) than to those in which they do not (i.e., product placement). One type of response to a persuasive message that a target may exercise is resistance to the persuasive message.

Resistance to Persuasion

Resistance to persuasion is a coping response in which the person chooses not to agree or comply with the advocated message. Thus, if persuasion knowledge affects the targets' perceptions of the influence agent, it stands to reason that it may also affect the target's resistance to persuasion. The resistance to persuasion literature focuses on

arming consumers by making them wary of persuasion attempts. Since the goal of marketers is to persuade their target to choose their brand, knowledge of how resistance is instilled provides a better understanding of how to avoid a negative attitudinal or behavioral response. Research in this area has commonly focused on two methods of instilling a resistance to persuasive messages, including forewarning and inoculation theory.

Papageorgis (1968) distinguished between two types of forewarning, forewarning of message content and forewarning of the persuasive intent. Forewarning of message content is believed to work by offering people time for generating defenses and for engaging in anticipatory counterarguments. Forewarning of persuasive intent, on the other hand, is believed to work through increased counterarguments during the receipt of the message. Of these two types, forewarning of persuasive intent has typically led to resistance to persuasion, whereas forewarning of message content has alternately led to either resistance or persuasion, based on personal relevance (Cialdini and Petty 1981).

The second way of instilling resistance to persuasion is based on inoculation theory. Using a biological analogy, McGuire (1964) proposed an inoculation theory in which exposure to a weakened form of attitudinal attack would bolster targets' resistance to the persuasive message. He asserted that a successful inoculation treatment needed to provide motivation for targets to defend their attitudes and to provide the ability to do so effectively. McGuire (1964) found that a refutational defense, in which targets were exposed to a weakened form of the argument, instilled greater resistance compared to a supportive defense, in which targets were provided with supportive arguments to defend themselves.

Both methods of instilling resistance to persuasion, forewarning and inoculation, reinforce the premise of the PKM. Greater knowledge of the marketing tactic increases counterarguments to the persuasive message and results in the negative coping response of resistance to persuasion. These theories suggest that resistance to persuasion may differ based on whether message form is traditional (i.e., commercial) or nontraditional/hybrid (i.e., product placement). For example, in product placement, awareness of the brand is necessary and desired to achieve brand awareness and a positive spillover effect by association with the program. However, awareness of persuasive intent is not desired because it is more likely to generate counterarguments and a resistance to persuasion.

Overview

Persuasion knowledge (or familiarity with a particular marketing tactic) affects how people will respond to a persuasion attempt based on their perception of the persuasive intent of the message sender. Persuasion knowledge will trigger forewarning of the persuasive intent of the sender, allowing the audience to generate more counterarguments and increase its resistance to persuasion. Nontraditional message forms involve the concealment of the persuasive message. If the receiver has persuasion knowledge about this new marketing technique, then the outcome measure of resistance to persuasion becomes as important an outcome measure as attitude change. This study proposes that receivers are more familiar with the traditional message forms (i.e., commercials), so they have greater persuasion knowledge, and that they are, therefore, more likely to understand the persuasive intent of the source, generate counterarguments, and resist the persuasion attempt. Contrariwise, receivers are less familiar with the newer

nontraditional/hybrid message forms (i.e., product placement) and, therefore, have little or no persuasion knowledge. Since their persuasion knowledge is low, they will have no forewarning of the persuasive intent of the presence of the brand in the show, will not generate counterarguments, and will respond with a lower resistance to persuasion.

INCLUSION OF MESSAGE FORM IN PERSUASION FRAMEWORK

Given the rise in alternative message forms (i.e., sponsorships and product placement), plus the importance of considering consumers' assessment of persuasive intent and resistance to persuasion, the comprehensive framework of persuasion outlined by Petty and Wegener (1998) will be augmented by adding constructs relating to masking of persuasive intent and resistance to persuasion. First, the specification and operationalization of these two constructs will be discussed. Then the two measures of the mediating processes which capture the amount and balance of processing will be discussed.

With these additional constructs, the comprehensive framework of persuasion is first proposed as a generalized model (Figure 1) confirming the established persuasion relationships and then determining the impact of masking of persuasive intent on the model. The second model, termed a message form-specific model (Figure 2), examines the moderating effect of message form on the model. This model specification will allow for examination of specific impacts on the persuasion process unique to each model form and message form.

In the following sections, the proposed construct of message form (masking of persuasive intent) and the measure of processing routes used in the persuasion models will be discussed. Then each model form (generalized and message-specific) will be

described in detail with associated hypotheses relating to both confirmation of existing model relationships found in past research and the impacts of message form (masking of persuasive intent) in the persuasion process.

Masking of Persuasive Intent

The *extent of dramatization continuum* (Deighton et al. 1989) works well to explain the processing of traditional persuasive messages (i.e., commercials), but it does not take into consideration the unique characteristic associated with the new hybrid persuasive message forms – the masking of persuasive intent. A proposed new construct, *masking of persuasive intent*, is defined as the attempt to persuade the consumer while concealing the intent of the persuasive message to some degree by the presentation method – the *message form*. Since the dramatization continuum does not capture this new construct, a new dimension labeled a *masking continuum* (anchored by unmasked and masked) is proposed that will accommodate both the traditional and nontraditional/hybrid message forms. The existing persuasion framework is based solely on the traditional message form of advertising (i.e., commercials) in which the sponsor's persuasive intent is clearly stated and known to the recipients of the persuasive message. However, individuals exposed to nontraditional persuasive message forms may not be aware of the persuasive intent of the appearance of the brand in a show. Since the sponsor does not state its persuasive intent, the motive of the brand is unknown, and its appearance may be perceived as simply adding realism to the show. Thus, the new construct of masking of persuasive intent is necessary, as the original persuasion framework does not take variation of the element of persuasive intent into account.

For example, a message form such as product placement will embed its persuasive message within the drama of the program. The audience will notice the presence of the brand on the program but overlook its persuasive intent; thus, the form is considered masked. However, the persuasive intent of a message form such as a commercial is obvious to the audience, so it is considered unmasked. Due to this new element of masking, consumers may be unaware of the persuasive intent of hybrid messages and, therefore, may process hybrid message forms differently than traditional message forms (Balasubramanian 1994). The new continuum accommodates the characteristic of masking of persuasive intent that is inherent in the nontraditional/hybrid forms, but not considered in the previous dramatization continuum, thereby broadening the scope of types of message forms explained by the persuasion framework beyond just advertising.

Any message form can be portrayed on this masking continuum dimension, ranging from unmasked to masked. In a traditional commercial, the consumer is fully aware of the source's persuasive intent, so it will fall at the far end of the unmasked endpoint on the masking continuum. In a product placement, consumers are likely to be unaware of the persuasive intent of the source. For example, real brands are often used for realism in entertainment so a product placement will most likely fall at the other end of the continuum, near the masked endpoint. A third commonly used message form is the sponsorship. In a sponsorship, the brand is mentioned as a sponsor of the program briefly at the beginning or end of the program. However, consumers may not fully register its intention to persuade them, so a sponsorship is likely to fall somewhere in the middle of the continuum.

To best understand the differences between message forms, one must look past just the message form itself and characterize them based on the impact of those message forms on processing. In doing so, masking is proposed to capture these differences among message forms. Masking reflects the recognition of the appearance of the brand in the message form and the perception of its persuasive intent. The recipient will perceive an unmasked message form (i.e., commercial) as more obvious, noticeable and prominent than a masked message form (i.e., product placement), which will be perceived as more concealed, unnoticeable and subtle, so the following hypothesis is proposed:

H1: Based on the element of message form, (a) a commercial will be perceived as lowest on the masking continuum, (b) a sponsorship will be perceived as higher than a commercial and lower than a product placement on the masking continuum, and (c) a product placement will be perceived as highest on the masking continuum.

Measures of the Mediating Processes

A central and critical element of the comprehensive framework of persuasion is the mediating role played by consumer's processing of the persuasive message (the ELM and the HSM). In both models, the mediating processes consist of a mix of cognitive processes and affective processes. To incorporate direct measures of these mediating processes, two aspects or perspectives of the mediating process, processing amount and processing style, will be represented.

Measuring the Absolute Amount of Processing

The first measure, termed *processing amount*, will combine the magnitude of cognitive and affective processing to discover a total amount of processing in which the individual is engaged. Processing amount is an aggregate measure, representing amount

of processing in general irrespective of whether it is cognitive or affective. An antecedent that encourages processing of any type is positively related to processing amount and those that discourage processing are negatively related to processing amount.

Measuring the Relative Amount of Processing

The second measure, termed *processing style*, specifically reflects the relative use of the two processes, cognitive and affective, independent of processing amount. Processing style is a ratio of cognitive processes to affective processes. It ranges from higher values (above 1.0), which denote a predominance of cognitive processing relative to affective processing, to lower values (below 1.0), which denote the opposite style in which affective processing is more predominate than cognitive. Midrange values (around 1.0) denote a “balanced” style where cognitive and affective processes are used in more comparable amounts. Antecedents that are positively related to processing style engage more cognitive processes relative to affective processes, whereas, antecedents that are negatively related to processing style engage in more affective processes relative to cognitive processes.

Where appropriate, the two mediating process measures will be tied to the existing literature base. The theoretical comprehensive model presupposes these processes are mediating; therefore, all antecedents are accepted as mediated and are tested in their mediated form. The hypotheses are presented below, categorized by the model through which they will be tested. A summary of the hypotheses is provided in Table 1.

TABLE 1

**Summary of Proposed Hypotheses:
a. Generalized Model**

HYPOTHESIS	ANTECEDENTS	PROCESSING	OUTCOMES
Confirming Message Form as Manipulation of Masking			
H1a	Message Form: Commercial (Masked)		
H1b	Message Form: Sponsorship (Partially Masked)		
H1c	Message Form: Product Placement (Unmasked)		
Confirming Existing Relationships in Persuasion Model ^a			
H2		Amount (+)	Attitude Change
H3a	Argument Strength (+)	Amount	
H3b	Attitude Toward Show (+)	Amount	
H4a	Argument Strength (+)	Style	
H4b	Attitude Toward Show (-)	Style	
Adding Resistance to Persuasion to the Persuasion Model ^a			
H6a		Amount (+)	Resistance
H6b		Style (+)	Resistance
H6c			Resistance → Attitude Change (-)
Incorporating Masking in the Persuasion Model ^a			
H7	Message Form (-)	Style	
Moderating Effects of Motivation ^b			
H5a(1)	Argument Strength	Amount	
H5a(2)	Attitude Toward Show	Amount	

^a (+) or (-) relates to directionality of the hypothesis

^b Tests of moderation hypotheses only relate to change in relationship, not directionality

TABLE 1, continued

**Summary of Proposed Hypotheses:
b. Message Form-Specific Model (with Processing Style)**

HYPOTHESIS	ANTECEDENTS	PROCESSING	OUTCOMES
Moderating Effects of Message Form: COMMERCIAL ^b			
H8a	Argument Strength > Attitude Toward Show	Style	
H8b	Message Argument: Commercial > Sponsorship Commercial > Product Placement	Style	
Moderating Effects of Message Form: PRODUCT PLACEMENT ^b			
H9a	Attitude Toward Show > Argument Strength	Style	
H9b	Attitude Toward Show: Product Placement > Commercial Product Placement > Sponsorship	Style	
Moderating Effects of Message Form: SPONSORSHIP ^b			
H10a	Argument Strength > Attitude Toward Show	Style	
H10b	Argument Strength: Sponsorship < Commercial Sponsorship > Product Placement	Style	
Moderating Effects of Message Form: RESISTANCE TO PERSUASION ^{a,b}			
H11	Message Form: Commercial > Product Placement		Resistance → Attitude Change (-)

^a (+) or (-) relates to directionality of the hypothesis

^b Tests of moderation hypotheses only relate to change in relationship, not directionality

The Generalized Model

The generalized model (Figure 1) will be used to address two specific concerns: confirmation that the existing relationships in the comprehensive persuasion framework

act the same in the revised model and examination of the addition of the variables masking of persuasive intent and resistance to persuasion. Each of these questions will be addressed in the following sections.

Confirmation of the Existing Persuasion Framework Relationships

First, the relationships between the mediating processes and attitude change will be established. The second section will look at the relationships between the antecedents and the mediating processes while the third section will examine the effect of the moderator variable.

Mediating Processes to Attitude Change. The thrust of most persuasion research indicates that both types of processes, cognitive and affective, can lead to attitude change. When presented with a stimulus (i.e., an advertisement), an individual may engage in issue-relevant thinking, may exercise a peripheral mechanism, or both. If the processing amount is increased, attitude change will also increase. Therefore, the following hypothesis is proposed:

H2: Processing amount is positively related to attitude change.

Antecedents to Mediating Processes. This section will look at the relationships between the antecedents, message argument strength and attitude toward the show, with the mediating processes in two parts. The first part will examine the antecedents and processing amount, while the second part will examine the antecedents and processing style.

Persuasion literature is built on the general notion that all antecedents are mediated through some form of processing, so the antecedents are correlated with processing amount. An increase in the antecedent, message argument strength or attitude

toward the show, will increase processing. Therefore, hypotheses are proposed that reflect that paradigm.

H3a: As the strength of the message argument increases, so does the processing amount.

H3b: As attitude toward the show increases, so does the processing amount.

In addition to a relationship with processing amount, the antecedents will exhibit a theoretical relationship with processing style. According to the ELM, there are two distinct routes to attitude change, the central route and the peripheral route. The central route, or cognitive processes, involves the scrutiny of issue-relevant arguments (Petty and Cacioppo 1986). Attention to message arguments increases elaboration of the information provided, or cognitive processes. Therefore, processing style will be high, representing predominantly cognitive processes. Thus, the hypothesis:

H4a: As the strength of the message argument increases, so does the processing style.

Often, attention is not paid to the issue-relevant argument, but rather to positive or negative cues surrounding the communication. As the fifth postulate of the ELM indicates, peripheral cues become more important determinants of persuasion when argument scrutiny decreases (Petty and Cacioppo 1986). The individual is less likely to elaborate on the information, relying instead on peripheral cues. Therefore, processing style will be low, representing predominantly affective processes such as attitude toward the show. Thus, the hypothesis:

H4b: As attitude toward the show increases, processing style decreases.

Motivation as a Moderator. The recipient characteristic of motivation is identified as a moderator in the generalized model (Figure 1), affecting the relationships between the antecedents and the mediating processes. As motivation increases, the likelihood of the individual elaborating on issue-relevant information will also increase (Petty and Cacioppo 1986). However, since the extent of elaboration is represented as a continuum, peripheral cue mechanisms may also increase (Petty and Wegener 1998). The combination of this increase in processing will be reflected in processing amount. Therefore, the following hypotheses are proposed:

H5: Motivation (personal relevance) moderates (1) message argument strength and processing amount and (2) attitude toward the show and processing amount. Greater motivation (personal relevance) results in greater processing amount.

Addition of Resistance to Persuasion to the Model

Resistance to persuasion, measured as the inference of manipulative intent, is proposed as another important variable to consider in determining persuasion effectiveness when examining nontraditional message forms. This variable serves as both an outcome measure and a mediator of brand attitude in the persuasion process.

Increasing processing attention does not always result in a positive outcome (Campbell 1995). There is evidence that suggests that marketing tactics used to increase processing attention could negatively impact consumers' responses to advertising, including increased counterarguments, irritation, and diminished persuasion (Campbell 1995). Certain advertising tactics (delayed brand identification) are intended to increase the processing of an ad. These tactics, in turn, increase the likelihood that recipients of the message will activate their persuasion knowledge (PKM) to determine the motives of the source (i.e., agent) of the message (Campbell 1995). Thus, there will be an increase

in the total amount of processing which will increase the likelihood of resistance to persuasion. Therefore, the hypothesis:

H6a: Processing amount is positively related to resistance to persuasion.

Further, activation of one's PKM increases cognitive processes, which will result in increased processing style. If the individual perceives manipulative intent on the part of the source, s/he will choose to resist the persuasion attempt (Friestad and Wright 1994). Therefore, the hypothesis:

H6b: Processing style is positively related to resistance to persuasion.

Further, if individuals have responded to the persuasion attempt by resisting persuasion, they are more likely to have a negative impression of the brand that tried to unfairly manipulate them. Resistance to persuasion, measured as inference of manipulative intent, has been found to lower advertising persuasion as measured by attitude change (Campbell 1995). Therefore, the hypothesis:

H6c: Resistance to persuasion is negatively related to attitude change.

Addition of Masking to the Model

A unique attribute of the nontraditional/hybrid message forms is that consumers may be unaware of the persuasive intent related to the presence of the brand because the message is masked in the presentation form (i.e., product placement). Therefore, nontraditional/hybrid message forms may be processed differently than traditional message forms (i.e., commercials) (Balasubramanian 1994). For the purpose of clarity, the term *masking* refers to the new antecedent proposed in the generalized model (Figure 1) and is the measured scale indicating perception of intent to conceal the persuasive

message. The term *message form* refers to the manipulation/stimuli of masking of persuasive intent, including commercials, sponsorships, and product placements.

The dramatization scale presented by Deighton et al. (1989) classified traditional advertisements by how they are processed: argument versus drama. Consistent with the ELM, in the argument path the recipient considers the information presented, whereas in the drama path s/he gets lost in the flow of story, feeling what the characters feel (Deighton et al. 1989). The proposed masking continuum extends the dramatization scale to include nontraditional/hybrid message forms. The more masked, nontraditional/hybrid message forms can be related to the realism and vicarious experience that is found in the drama path, whereas the more unmasked, traditional message forms for which the recipient activates his/her persuasion knowledge (commercial) are more cognitive-invoking (Friestad and Wright 1994, Campbell 1995). Therefore, the more masked a persuasive message (i.e., product placement), the less likely the individual will elaborate on the brand information resulting in lower processing style. Thus, the hypothesis:

H7: Masking is negatively related to processing style.

The Message Form-Specific Model

The message form-specific model (Figure 2) will be used to examine the moderating impact of message form on the persuasion model. Message form, an operationalization of masking of persuasive intent, will affect attitude change and resistance to persuasion through the focus of the individual primarily on either the message argument or peripheral cues.

Nature of Each Message Form

As previously discussed, it is generally accepted in the persuasion literature that there are two distinct routes to persuasion. One route involves relatively high amounts of mental effort (cognitive processes) and is driven by the individual engaging in issue-relevant argument scrutiny (message argument). The second route involves relatively little mental effort (affective processes) and does not involve argument scrutiny, but rather results from a simple cue from the persuasion context (peripheral cues) (Petty and Cacioppo 1986, Petty and Wegener 1998). The more masked the persuasive message (i.e., product placement), the greater focus on the peripheral cues, generating greater affective processes and less cognitive processes. Contrarily, the more unmasked the persuasive message (i.e., commercial), the greater focus on the message argument, generating greater cognitive processes and less affective processes.

The persuasive intent of the commercial message form is considered unmasked. Therefore, individuals will focus more on the message argument strength in a commercial than the attitude toward the show. As a result, they will generate greater cognitive processes (resulting in higher processing style) than compared to the message forms of product placement and sponsorship. Thus, the following hypotheses:

H8a: Compared to the effect of attitude toward the show, message argument strength has a stronger effect on processing style when using commercials.

H8b: Message form moderates the effect of message argument strength on processing style. Specifically, compared to product placement and sponsorships, message argument strength will have a stronger effect on processing style when using commercials.

The persuasive intent of the product placement message form is considered masked. Therefore, individuals will focus more on their attitude toward the show in a product placement than on the message argument strength. As a result, they generate greater affective processes (resulting in lower processing style) than compared to the message forms of commercial and sponsorship. Thus, the following hypotheses:

H9a: Compared to the effect of message argument strength, attitude toward the show has a stronger effect on processing style when using product placement.

H9b: Message form moderates the effect of attitude toward the show on processing style. Specifically, compared to commercials and sponsorships, attitude toward the show will have a stronger effect on processing style when using product placement.

The persuasive intent of the sponsorship message form is considered to fall between unmasked and masked on the masking continuum. For this particular message form, individuals will focus more on the message argument than the peripheral cues. This is because the presentation of the sponsorship only shows the name of the brand, the logo and speaks the tagline. Therefore, individuals will generate less cognitive processes than in a commercial, but more than in a product placement. Thus, the following hypotheses:

H10a: Compared to the effect of attitude toward the show, message argument strength has a stronger effect on processing style when using sponsorships.

H10b: Message form moderates the effect of message argument strength on processing style. Specifically, (1) compared to commercials, message argument strength will have a weaker effect on processing style when using sponsorships; whereas (2) compared to product placement, message argument strength will have a stronger effect on processing style when using sponsorships.

Moderator of Resistance to Persuasion and Attitude Change

The element of message form gives rise to consumers' awareness of the persuasive intent of the marketing communication tactic. Based on the PKM (Friestad and Wright 1994), the more masked the persuasive message is (i.e., product placement), the less likely the individual is to activate his/her persuasion knowledge. Alternatively, the less masked the persuasive message is (i.e., commercial), the more likely the individual is to activate his/her persuasion knowledge. If individuals infer manipulative intent, they will lower their attitude toward the brand (Campbell 1995). Therefore, the hypothesis:

H11: Message form moderates the relationship between resistance to persuasion and attitude change. A commercial will result in greater attitude change than a sponsorship or a product placement, respectively.

Summary

In summary, the hypotheses proposed in this study suggest masking of persuasive intent contributes to the generally accepted comprehensive framework as an antecedent and message form contributes as a moderator to the processes of attitude change. Findings from this study will provide a clearer understanding of the nature and practical uses of masking of persuasive intent and message form.

CHAPTER 3: RESEARCH METHODOLOGY

Two models are used to examine the impact of message form (masking of persuasive intent) on persuasion effectiveness. The generalized model (Figure 1) tests masking of persuasive intent as one of several variables that influence the mediating processes to persuasion. The message form-specific model (Figure 2) tests if the mediated relationships in the persuasion model vary depending upon the message form utilized. In order to empirically examine these models, the following issues are addressed in this chapter: pre-tests, measures of the latent constructs, methodology, and analysis plan.

PRE-TESTS

During earlier stages of this research, a model was proposed to examine the effect of masking on resistance to persuasion through the mediating variable of consumer processing mode, as well as two moderators of this relationship, personal involvement and purchase motivation (see Figure 3). A number of pre-tests were conducted to explore the impact of the new masking construct and to select the best manipulations of masking and of the moderating variables, personal involvement and purchase motivation. This section discusses the progress achieved from those earlier stages of research, including two initial pre-test studies and three additional studies undertaken in response to issues raised in the initial pre-tests. Table 2 summarizes the pre-test objectives and results.

Initial Pre-Tests

The purpose of the two initial pre-tests was to test if the earlier proposed model (Figure 3) was viable. Two studies were administered using the same subjects to address different aspects. The subjects were 176 undergraduate students.

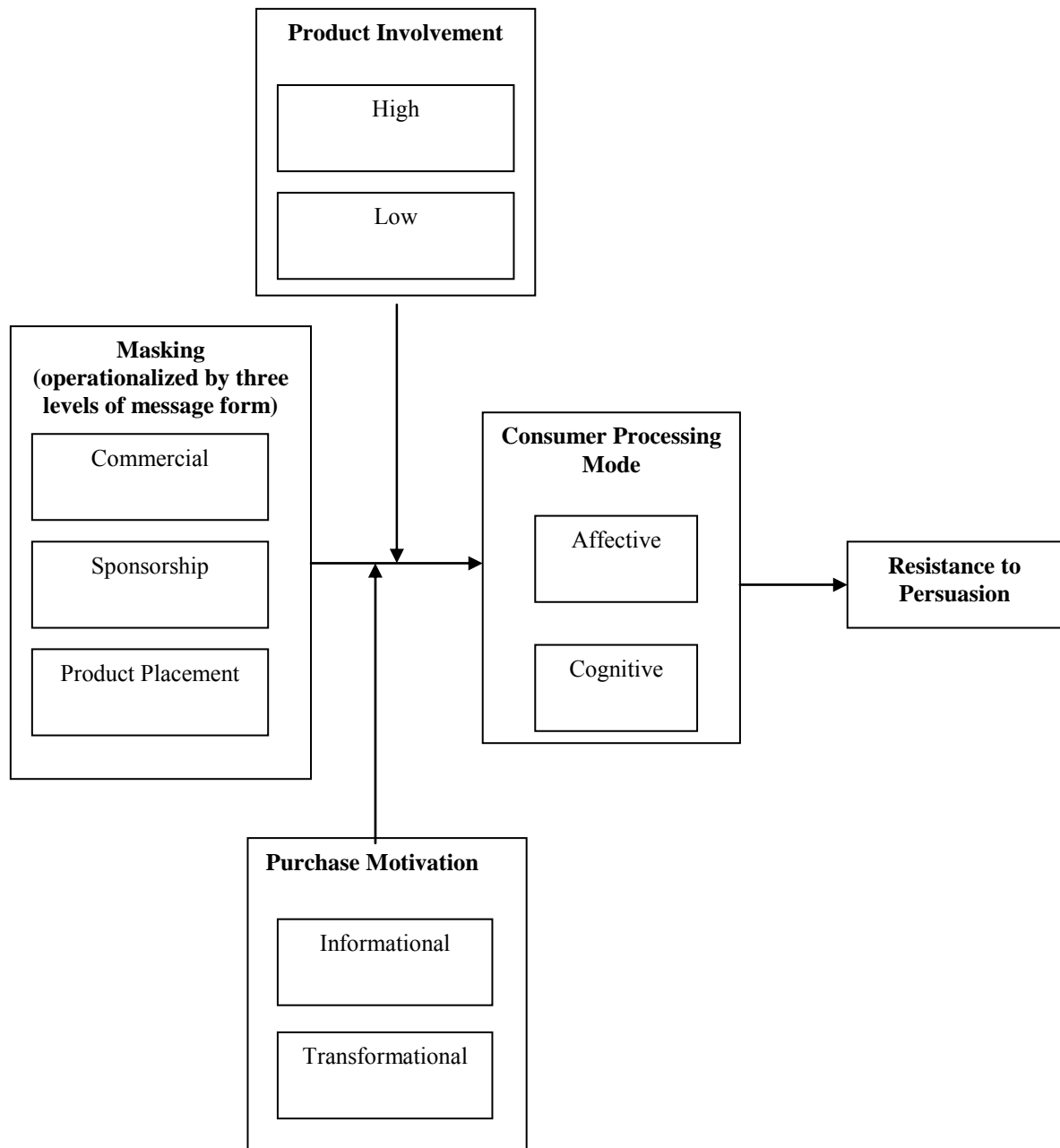


FIGURE 3

Pre-proposal Conceptual Model

TABLE 2**Summary of Pre-Test Objectives and Results**

Pre-Test	Objectives	Results
Proposed Model (Earlier Stage)	<ul style="list-style-type: none"> • Determine if masking of persuasive intent can be represented by message form. • Determine if different message forms generate different processing styles. • Assess manipulation check for message form. • Test for confounds. 	<ul style="list-style-type: none"> • Product placement was considered masked and commercial was considered unmasked, as predicted. Counter to prediction, sponsorship was considered more masked than product placement, raising the concern of whether masking is a two-dimensional construct. • Commercials yielded higher cognitive and affective processes even though only cognitive processes were predicted. Concern over use of another stimulus. • Resistance to persuasion and attitude toward the message form were as predicted. However, there were no perceived differences for recall or recognition by message form.
Determining Moderator Stimuli	<ul style="list-style-type: none"> • Determine the stimuli for manipulating involvement and purchase motivation. • Conduct a manipulation check to see if message form operationalizations were working. • Test for confounds. 	<ul style="list-style-type: none"> • Neither involvement nor purchase motivation manipulations were effective. Decided to measure instead of manipulate these variables. • Age was found to be a confounding variable. Generational differences may need to be considered.
Dimensions of Masking	<ul style="list-style-type: none"> • Determine if masking is two-dimensional, including both concealment of the persuasive message and its perceived intention to persuade. 	<ul style="list-style-type: none"> • Masking appears one-dimensional, but additional measures will be included in main study for verification. • Sponsorship stimulus will be strengthened in the main study by showing it twice (similar to its natural repetition in the television environment).
Product Placement Manipulation	<ul style="list-style-type: none"> • Select the stimuli with the strongest product placement manipulation. 	<ul style="list-style-type: none"> • Although Coors Light was selected as the strongest manipulation, the American Express stimulus produced the predicted results in the Dimensions of Masking Pre-Test and the Generational Differences Pre-Test, thus American Express used in the main study.
Generational Differences	<ul style="list-style-type: none"> • Determine if there is a difference in responses based on age. 	<ul style="list-style-type: none"> • When compared to the results in the Dimensions of Masking Pre-Test (using the American Express stimuli), there were no generational differences found.

The objectives of the first initial pre-test, Proposed Model (Earlier Stage) Pre-Test (see Appendix A), involved checking if masking of persuasive intent could be represented by message form, if message form generated different processing styles, and if there were any confounding variables that needed to be taken into consideration. A between-subjects design with three conditions (message form: product placement, sponsorship, and commercial) and a control was utilized. Each group of undergraduate students was shown a different message form (or control) of the same product (Mitsubishi Endeavor automobile) and a short excerpt from a television program. Subjects were shown the video then asked to complete the questionnaire. The video included the season introduction to *The Restaurant*, the show opener, a sponsorship, a clip of the show, and a commercial. First, product category personal relevance and pre-attitude toward the brand was measured. A consistent set of filler and relevant products and brands were included. A cover story was given (interest in their opinion of reality shows – in particular, *The Restaurant*), and the stimulus was viewed. After viewing the stimulus, the following constructs were measured: unaided recall, cover story questions, familiarity with message form, aided recall/recognition, arousal, degree of masking, processing path (Deighton et al. 1989), think versus feel (Chaudhuri and Buck 1995), familiarity with product category, familiarity with brand, and basic demographics. The results of the first initial pre-test are presented by the objectives.

Objective one was to determine if masking can be operationalized by message form. According to Hypothesis 1, the expected order of effects was that product placement would be the most masked, followed by sponsorship, with commercial as the most unmasked. The results indicate a significant difference (Wilks' $F = 4.34$, $\alpha = .02$),

but it is caused solely by sponsorship. There is no significant difference between product placement and commercial (Wilks' $F = .08$, $\alpha = .78$). Subjects consider the sponsorship to be more masked than the other two forms (sponsorship > product placement = commercial).

Several issues were raised. Masking may be two-dimensional, including concealment of the persuasive message and its perceived intention to persuade. Additional actions needed are inclusion of a proposed second measure (i.e., perceived intention to persuade) in the study and strengthening of the sponsorship condition by representing the natural repetitions of the sponsorship instead of showing it only once. A different stimulus may also be needed.

Objective two was to determine if different message forms generate different processing modes. The expected effects were that the commercial would involve more cognitive processes while product placement would involve more affective processes. The results indicate that for the think versus feel scale, there is a significant difference (Wilks' $\lambda F = 2.89$, $\alpha = .01$). Between subjects, effects show that feel is responsible ($F = 3.50$, $\alpha = .02$). Post hoc shows it is commercial/product placement specifically ($\alpha = .01$), with the commercial (3.90) having more feeling than the product placement (3.10). For the Deighton et al. (1989) scale, there is a significant difference (Wilks' $\lambda F = 2.51$, $\alpha = .01$). Between subjects effects show belief ($F = 4.82$, $\alpha = .01$) to be significant, but not verisimilitude ($F = .56$, $\alpha = .57$). Post hoc shows for belief that commercial/sponsorship ($\alpha = .054$) and commercial/product placement ($\alpha = .001$) are significant. For both belief and counterargument, the means pattern is commercial > sponsorship > product placement.

For feeling and verisimilitude, the means pattern is commercial > sponsorship = product placement. As predicted, cognitive (belief and counterargument) is higher for commercials > sponsorships > product placements. Counter to what was predicted, affective (feeling, verisimilitude, feel) is also higher for commercials > sponsorships = product placement.

Here the primary issue was the need for a different stimulus. The brand used in the pre-test was the Mitsubishi Endeavor. The main character drove around in the automobile while locating a site for his new restaurant. A different stimulus that is more interesting to the subject and restaurant-related may be needed. American Express is recommended (instead of Mitsubishi Endeavor) because American Express fits within the context of a restaurant better than an automobile. It provides more realism and is more noticeable.

Objective three is a manipulation check to see if the message form operationalizations are working. The expected order of effects are that recall and recognition will be greater for commercial > sponsorship > product placement. Results show a significant difference from the control. However, it was not significant after omitting the control. The conclusion is that the subjects used (undergraduate business students) may be more “sophisticated” because their generation is more conscious and accepting of the appearance of brands. The additional action needed is to include subjects of different age groups for possible generational differences.

Objective four tests for confounds. No differences were expected. The results indicate that arousal is significant ($F = 7.47$, $\alpha = .007$), increasing power from 0.745 to 0.788. The conclusion is that arousal may be a confound; however, it increases power

only slightly. The additional action needed is to include a measure for arousal in the study.

The results of the first initial pre-test indicated that masking of persuasive intent could be represented by message form; however, sponsorship behaved differently than theorized. There was concern that masking could be two-dimensional, possibly including two separate elements – the concealment of the persuasive message itself and its perceived intention to persuade. Message form processing for product placement was primarily affective, as predicted. However, for commercials, affective processing and predicted cognitive processing were both high, suggesting that different stimuli may be needed. The relationship between message forms and resistance to persuasion behaved as expected.

The purpose of the second initial pre-test, Determining Moderator Stimuli (see Appendix B), was to test if the scripts devised for manipulating personal involvement and purchase motivation were practical and to check if the message form operationalizations were working. A 3 (message form: product placement, sponsorship and commercial) with a control X 2 (involvement: high, low/control) X 2 (purchase motivation: informational, transformational) between-subjects design was utilized. Involvement and purchase motivation were manipulated with scripts. Subjects were asked to read the printed instructions containing the personal relevance manipulation before viewing the stimulus. The subjects were then shown a video consisting of the program opening of the reality show, *The Restaurant*, a commercial, a segment of the program with three product placements, and another advertisement. Again, each group of subjects was shown a different message form (or control) of the same product (Coors Light beer), then unaided

recall, aided recall/recognition, arousal, and cover story questions were measured. Subjects were then asked to read a scenario containing the purchase motivation manipulation. After reading the scenario, the following constructs were measured: post-attitude toward the brand, purchase motivation manipulation check, purchase intention, resistance to persuasion (Campbell 1995), perceived persuasiveness, involvement manipulation check, familiarity with product category, familiarity with brand, and basic demographics.

The results of the second initial pre-test demonstrate that message form works, but neither manipulation was effective. Since personal involvement and purchase motivation are individual difference variables, it was decided that they should be measured instead of manipulated. Results also indicate that age could be a confounding variable and another possible moderator of the model, requiring further analysis.

Additional Pre-Tests

The subsequent pre-tests were conducted in order to answer the questions raised from the results of the initial pre-tests. The subsequent pre-tests include the Dimensions of Masking Pre-Test, the Product Placement Manipulation Pre-Test, and the Generational Differences Pre-Test, discussed below.

The Dimensions of Masking Pre-Test (see Appendix C) tested if masking is a one-dimensional or two-dimensional construct. The pre-test was a within-subjects design with three conditions (message form: product placement, sponsorship, and commercial). Subjects, a class of 33 undergraduate business students, were shown the video then asked to complete the questionnaire. The video included the show opener from *The Restaurant*, a Coors Light sponsorship, an eBay commercial, a clip from the show with an American

Express product placement, and a Reisen commercial. Results are presented by objective.

Objective one was to determine if masking can be operationalized by message form. For the first dimension, concealment of the persuasive message, the expected order of effects was that product placement would have the greatest concealment, followed by sponsorship, then commercial with the least concealment. The results indicated that the multivariate, within effects and quadratic within contrasts are not significant. The linear within contrasts, however, are significant ($F = 4.05$, $\alpha = .05$). The pairwise product placement/commercial was significant ($\alpha = .053$), with a pattern of product placement > sponsorship > commercial. Therefore, product placement is perceived as more masked (concealed) than sponsorship and commercial. No additional action is needed. In a post-analysis, a significant correlation between sponsorship and commercial (Pearson = .373, $\alpha = .033$) was found. The level of concealment is similar for sponsorship and commercial. However, there is no significant correlation associated with product placement. Therefore, concealment of product placement is perceived as different. For the second dimension, persuasive intent, the expected order of effects was product placement > sponsorship = commercial, with realism greatest for product placement > sponsorship = commercial. For persuasive intent, the multivariate (Wilks' lambda $F = 4.71$, $\alpha = .012$), within effects ($F = 5.39$, $\alpha = .007$), linear within contrasts ($F = 9.65$, $\alpha = .004$) are significant (quadratic within contrasts is not significant). Pairwise product placement/sponsorship ($\alpha = .025$) and product placement/commercial ($\alpha = .004$) are significant. The pattern for persuasive intent is commercial = sponsorship > product placement. For realism, the multivariate (Wilks'

lambda $F = 17.95$, $\alpha = .000$), within effects ($F = 23.83$, $\alpha = .000$), linear within contrasts ($F = 18.07$, $\alpha = .000$), quadratic within contrasts ($F = 18.06$, $\alpha = .000$) and all pairwise combinations are significant. The resulting pattern for realism is sponsorship > product placement > commercial. In conclusion, while commercial and sponsorship are considered equal in persuasive intent, product placement is considered to have the least persuasive intent, as predicted. Although the sponsorship/product placement order is odd, product placement is still considered to add more realism than commercial, as predicted. In post-analysis, factor analysis was run using direct oblim (oblique rotation). In all three cases (product placement, sponsorship, and commercial), items only loaded on one factor. Therefore, persuasion and realism are correlated. There is concern regarding lack of discriminant validity.

Objective two was to compare perceived intent of the producer of the show for placing each message form (product placement, sponsorship, and commercial) with its consumer impact. The expected order of effects for producer intent and consumer impact were that product placement would be associated with realism, sponsorship would be associated with brand exposure, and commercial would be associated with persuasion. Based on frequencies for product placement, the perceived intention of the producer is exposure ($n = 21$), but the consumer impact is exposure ($n = 15$) and persuasion ($n = 15$). For sponsorship, the perceived intention of the producer is exposure ($n = 14$) and persuasion ($n = 15$), but the consumer impact is persuasion ($n = 21$). For commercial, the perceived intention of the producer and consumer impact is persuasion ($n = 25$, $n = 22$).

The results of the Dimensions of Masking Pre-Test indicate that masking is one-dimensional after all. Further, subjects perceive the presence of a brand to represent a

form of persuasive intent of either exposure of the brand or persuasion. All three forms impact the consumer as intentions to persuade. However product placement also has the impact of brand exposure.

The purpose of the Product Placement Manipulation Pre-Test (see Appendix D) was to determine the best manipulation of product placement. A within-subjects, three conditions (product placement: Mitsubishi Endeavor, Coors Light, and American Express) research design was used. A group of six graduate marketing students viewed three video clips from the same television program, *The Restaurant*, which included product placements for the three brands. They were then asked to select the strongest manipulation of product placement by circling the brand name based on noticability, relevance to the show, repetition, and presentation method (see Appendix D). Coors Light was selected by four students, while the other two brands were selected by one student each. While results indicated that Coors Light was the best stimulus, results from the Dimensions of Masking Pre-Test and the following Generational Differences Pre-Test indicated that American Express was a stronger stimulus and, therefore, was used in the main study.

The purpose of the last subsequent pre-test, the Generational Differences Pre-Test (Appendix E) was to determine if there is a difference in responses based on age. A within-subjects, three conditions (message form: product placement, sponsorship and commercial) research design was used. A group of nine ladies from a small local community social group who were above the age of 45 served as the subjects. The method and measures were a combination of the initial pre-tests. The stimuli included the show opener of *The Restaurant*, a Coors Light sponsorship, an eBay commercial, a

clip from the show with an American Express product placement, and a Reisen commercial. The results are presented by objective.

Objective one was to determine if masking can be operationalized by message form. The expected order of effects is that product placement is the most masked message form, followed by sponsorship, then commercial as the most unmasked message form. The multivariate results are not significant, but the within effects are significant ($F = 5.99$, $\alpha = .013$), as well as the within contrasts ($F = 6.48$, $\alpha = .038$ linear, quadratic is not significant). Pairwise, product placement/sponsorship are significant ($\alpha = .051$) as is product placement/commercial ($\alpha = .038$). The pattern is product placement > sponsorship > commercial. Product placement is perceived as more masked than sponsorship and commercial. While there is no statistical difference between sponsorship and commercial in perceived masking, the pattern is similar to the expected order of effects. There are generational differences in perceived masking. The younger generation may be more acclimated to the practice of product placement or be brand desensitized through excessive prior exposure. For them, the pattern of masking is sponsorship > product placement = commercial. For the older subjects, the pattern of masking is product placement > sponsorship > commercial. Subjects of various ages may be considered in the main study.

Objective two was to determine if different message forms generate different processing modes. The expected order of effects is that the commercial should involve more cognitive processes, while the product placement should involve more affective processes. Results indicate that counterargument is not significant, although the pattern is commercial > sponsorship > product placement. For belief, there is a significant effect

($F = 6.90$, $\alpha = .03$). The within effects ($F = 6.13$, $\alpha = .01$) and the quadratic within contrasts ($F = 9.67$, $\alpha = .032$) are significant, although the linear within contrasts are not significant. Sponsorship/commercial are significant ($\alpha = .005$), with a pattern of commercial > product placement > sponsorship. For feel and verisimilitude, the multivariate, within effects, and within quadratic contrasts are not significant. However, the linear within contrasts are significant ($F = 7.14$, $\alpha = .032$, $F = 6.1$, $\alpha = .04$). The pattern for both is commercial > sponsorship > product placement. The conclusion is that there are no generational differences. Results are similar to the younger subjects. As predicted, cognitive (belief and counterargument) is higher for commercial. Counter to what was predicted, affective (feeling and verisimilitude) is higher for commercial. The additional action needed is to consider using a product that is a better fit within the context of a restaurant.

Objective three is a manipulation check to see if message form operationalizations are working. The expected order of effects for both resistance to persuasion and attitude toward the message form are commercial > sponsorship > product placement. The results indicate that the multivariate ($F = 40.01$, $\alpha = .00$), within effects ($F = 15.16$, $\alpha = .00$) and quadratic within contrasts ($F = 16.98$, $\alpha = .004$) are significant for resistance to persuasion (linear within contrasts are not significant). The pattern for the older subjects is sponsorship > commercial > product placement, while the pattern for the younger subjects is commercial > sponsorship > product placement. For attitude toward the message form, the results indicate that the multivariate is not significant. However, the within effects ($F = 3.95$, $\alpha = .044$) and linear within contrasts ($F = 8.52$, $\alpha = .022$) are significant (the quadratic within contrasts are not significant). Pairwise, product

placement/commercial ($\alpha = .022$) and sponsorship/commercial ($\alpha = .052$) are significant. The pattern for the older subjects is commercial > product placement > sponsorship, while the pattern for the younger subjects is commercial > sponsorship > product placement.

In conclusion, while the order of the expected pattern of message forms differs slightly between the ages tested, there are no generational differences. Further, the Generational Differences Pre-Test aided in selecting the product placement stimulus to be used in the main study.

Review of the preliminary findings from the pre-tests supported the premise that masking impacts how the receiver processes a persuasive message, but the model seemed myopic because the specific nature of the impact of masking is unknown. The conceptual model was broadened to include the contribution that masking makes to the more comprehensive framework outlined in the traditional persuasion literature (Figure 1). The impact of message form (masking of persuasive intent) will now be tested serving different roles in the persuasion framework (as an antecedent or moderator) via the creation of two models, a generalized model (Figure 1) and a message form-specific model (Figure 2), to determine its contribution to persuasion effectiveness.

INDICATORS OF LATENT CONSTRUCTS

The generalized persuasion framework is presented in Figure 1, representing the constructs of interest in this study. A list detailing the indicators for each latent variable and their measures is provided in Table 3. Also, the recipient characteristic of motivation serves as a moderating variable. For the antecedent variables, message is represented by message argument strength, source is represented by attitude toward the show, and

TABLE 3**Conceptual Model Constructs and Related Measures**

Construct	Measure	Author(s)	Items
RECIPIENT CHARACTERISTIC			
Motivation	Personal relevance	Zaichkowsky (1985)	<p>“For each product category, indicate how important buying/using the right brand is for you by placing an ‘X’ in the space you believe is most appropriate in each row.” (automobile, beer, credit card)</p> <ol style="list-style-type: none"> 1. unimportant to me/important to me 2. irrelevant to me/relevant to me 3. doesn’t impact my lifestyle/greatly impacts my lifestyle 4. not a part of my ‘day-to-day’ routine/a large part of my ‘day-to-day’ routine
CONTEXT			
Message Form	Masking	-	<p>“The appearance of American Express in this video is:”</p> <ol style="list-style-type: none"> 1. concealed/obvious 2. masked/unmasked 3. unnoticeable/noticeable 4. inconspicuous/conspicuous 5. subtle/prominent 6. unapparent/apparent 7. hidden/evident
MESSAGE			
Message Argument	Message argument strength	Drawn from the theories of Areni and Lutz (1988); Petty and Cacioppo (1986)	<p>“How would you rate the strength of the argument presented by American Express?”</p> <ul style="list-style-type: none"> • weak/strong
SOURCE			
Peripheral Cues	Attitude toward the show	Russell (2002)	<p>“Overall, my attitude toward the reality show called The Restaurant is:”</p> <ol style="list-style-type: none"> 1. bad/good 2. dislike/like 3. unfavorable/favorable 4. negative/positive

TABLE 3, continued**Conceptual Model Constructs and Related Measures**

Construct	Measure	Author(s)	Items
MEDIATING PROCESSES			
Processing persuasion paths	Beliefs, feelings, verisimilitude, counterarguments	Deighton et al. (1989)	<p>“Please answer the following questions keeping in mind the appearance of American Express in the video:” (not at all/very much)</p> <p>Belief –</p> <ol style="list-style-type: none"> 1. Did it show that the product has advantages? 2. Did it show what a really good product of this type should do? 3. Did it convince you that the product is one you need or could use? <p>Feel –</p> <ol style="list-style-type: none"> 1. Did it make you feel happy? 2. Did it provide comfort? 3. Did it provide enjoyment? 4. Did you feel drawn into it? <p>Verisimilitude –</p> <ol style="list-style-type: none"> 1. Did the actions depicted seem authentic? 2. Did it portray feelings you could relate to? 3. Did it make you want to join in the action? <p>Counterarguments –</p> <ol style="list-style-type: none"> 1. Rate what your inclination was to argue back to it. 2. Did you think of reasons not to use the product while viewing it?
OUTCOMES			
Attitude Toward the Brand	Pre/Post attitude toward the brand	-	<p>“For each brand listed, indicate your attitude toward that brand by placing an ‘X’ in the space you believe is most appropriate in each row.” (American Express)</p> <ol style="list-style-type: none"> 1. Bad/Good 2. Dislike/Like 3. Unfavorable/Favorable 4. Negative/Positive

TABLE 3, continued**Conceptual Model Constructs and Related Measures**

Construct	Measure	Author(s)	Items
OUTCOMES, continued			
Resistance to Persuasion	Inference of manipulative intent	Campbell (1995)	<p>“Please answer the following statements keeping in mind the appearance of American Express in the video:” (completely disagree/completely agree)</p> <ol style="list-style-type: none"> 1. The way American Express tries to persuade me seems acceptable to me. (R) 2. American Express tried to manipulate the audience in ways that I don’t like. 3. I was annoyed because American Express seemed to be trying to inappropriately manage or control the consumer audience. 4. I didn’t mind because American Express tried to be persuasive without being excessively manipulative (R). 5. American Express was fair in what was said and shown.
OTHER			
Demographics	-	-	Age, Gender
Recall	-	-	“Please write down all of the brand names you recall seeing in the video.” (open-ended)
Recognition	-	-	<p>“Indicate which brand(s) you saw in the video. Please do not turn back to a previous page. (Mark all that apply.)”</p> <ol style="list-style-type: none"> 1. American Express 2. Bud Light 3. Coors Light 4. MasterCard 5. Mitsubishi Endeavor 6. Nissan Pathfinder

context is represented by masking. The mediating processes are a combination of affective and cognitive processes. The outcome variables include attitude change and resistance to persuasion. (Although behavior is an important outcome variable, it is beyond the scope of this paper and therefore is not included in this study.) The following section will discuss the constructs used to operationalize the moderator and the

antecedents, followed by discussion of the mediating processes, and finally, the constructs used in representing the outcomes of the persuasion process.

Moderator

The recipient characteristic, motivation, moderates the link between the exposure of the persuasive message to the recipient and how the information is processed, as well as the resulting brand attitudes and the direction and intensity of the resulting behavior (MacInnis and Jaworski 1989). Greater motivation increases the likelihood of the recipient elaborating on the persuasion message, thereby also increasing processing through the central route. Recall that attitude change that results from processing through the central route may be more persistent than attitude change that results from processing through the peripheral route.

Motivation refers to how personally relevant the message is to the recipient, as well as the dominant needs (utilitarian or expressive) of the recipient at the time of message exposure (MacInnis and Jaworski 1989). Motivation is measured by *personal relevance*. Personal relevance, or having a significant consequence in one's own life, is viewed as the most important motivational variable in affecting the likelihood of message elaboration. "Specifically, we suggested that as personal relevance increases, people become more motivated to process the issue-relevant arguments presented" (Petty and Cacioppo 1986, p. 146). Further, increasing personal relevance (also referred to as involvement) has been associated with resistance to persuasion, another variable of interest in this study (Petty and Cacioppo 1986). Personal relevance is measured drawing from the Zaichkowsky (1985) Personal Involvement Inventory. The instrument includes four semantic differential items scored on seven-point scales, including "unimportant to

me/important to me,” “irrelevant to me/relevant to me,” “doesn’t impact my lifestyle/greatly impacts my lifestyle,” and “not a part of my ‘day-to-day’ routine/a large part of my ‘day-to-day’ routine.”

Antecedents

There are three types of antecedents depicted in Figure 1 – message, source, and context. The types will be discussed in terms of the constructs used to portray various elements in each.

Message

Product claims can be stated directly or indirectly in an advertisement. In a message argument, the advertiser directly states the product claim. There is no confusion in what the advertiser is trying to say, and the recipient can draw an explicit conclusion. A product claim can also be indirect by omitting the product claim yet providing the information necessary for the recipient to draw his/her own conclusion (Kardes et al. 1994). Message argument is measured by *message argument strength*. A seven-point semantic differential scale is developed based on the work of Areni and Lutz (1988) and Petty and Cacioppo (1986). Subjects are asked how they would rate the strength of the argument presented by the brand (“weak/strong”).

Source

Peripheral cues, such as the source of the persuasive message, affect attitude change without affecting argument processing (Petty and Cacioppo 1986). Peripheral cues are measured by *attitude toward the show*, using four seven-point semantic differential items including, “bad/good,” “dislike/like,” “unfavorable/favorable,” and “negative/positive” (Russell 2002).

Context

Context, or the message form (masking), are either measured (masking) or manipulated (message form) depending upon the proposed model. The message forms include a commercial (unmasked), a sponsorship (between unmasked and masked) and a product placement (masked), which are pre-tested using the newly developed masking scale. This seven-item, seven point semantic differential scale asks if the subject views the appearance of the brand of interest in the video as, “concealed/obvious,” “masked/unmasked,” “unnoticeable/noticeable,” “inconspicuous/conspicuous,” “subtle/prominent,” “unapparent/apparent,” and “hidden/evident.” The masking scale is also included in the main study. A manipulation check question asks in which message form the subject saw the brand of interest. The manipulation of *message form* is outlined in Table 4. Subjects are shown a video clip including a sponsorship, product placement, and a commercial. Survey questions are asked that focus on the manipulated brand, American Express.

Mediating Processes

There are two aspects of the mediating process, affective processes and cognitive processes, based on the likelihood of the recipient elaborating on the message information. These aspects are measured using scales developed by Deighton et al. (1989) testing evaluative and empathic processing persuasion paths based on four dimensions: *counterargument*, *expression of belief*, *expression of feeling*, and *verisimilitude*. The measures include 18 items scored on seven-point scales of “not at all” to “very much.” Examples of each dimension include, “Did you think of reasons not to use the product while viewing it?” for the counterargument dimension, “Did (the

TABLE 4

Message Form Manipulation*

Stimuli → Message Form ↓	Sponsorship	Program	Commercial
Commercial	Lead-in announcing the filler sponsor of the program. (an announcer states that <i>The Restaurant</i> is brought to you by Coors Light®)	A program vignette containing a filler product placement (customers are seen ordering and drinking Coors Light® on <i>The Restaurant</i>)	<u>Commercial of interest</u> a commercial for American Express®).
Sponsorship	<u>Lead-in announcing the sponsor of the program of interest</u> (an announcer states that <i>The Restaurant</i> is brought to you by American Express®)	A program vignette containing a filler product placement. (customers are seen ordering and drinking Coors Light® on <i>The Restaurant</i>)	Filler commercial (a commercial for Coors Light®)
Product Placement	Lead-in announcing the filler sponsor of the program (an announcer states that <i>The Restaurant</i> is brought to you by Coors Light®)	A program vignette with the <u>product placement of interest</u> (on <i>The Restaurant</i> a customer is seen paying the bill with a close-up of a gold American Express® card; the chef is heard telling his accountant to use their American Express Open account to “bridge the gap” so they can pay their employees even though they’re losing money; and there is a close-up of the accountant’s computer screen on the American Express Open webpage)	Filler commercial (a commercial for Coors Light®)

* Respondents see the stimuli of a clip including a sponsorship, product placement and a commercial. In this matrix, American Express® is the brand of interest, the filler brand is Coors Light® and the program is the reality show, *The Restaurant*.

commercial) show that the product has advantages?” for the expression of belief dimension, “Did (the commercial) make you feel happy?” for the expression of feeling dimension, and “Did (the commercial) make you want to join in the action?” for the verisimilitude dimension. Counterargument and expression of belief represent cognitive processes, while expression of feeling and verisimilitude represent affective processes. Measures for each process are taken with these scales and then used to create the previously mentioned standardized scales, termed processing amount and processing style. The calculation of these measures is discussed later in the Analysis Plan section.

Outcomes

There are two outcomes depicted in Figure 1, attitude change and resistance to persuasion. Attitude change resulting from the stimulus is measured as the absolute value of the difference between post-attitude toward the brand and pre-attitude toward the brand. Each attitude measure is composed of four semantic differential items scored on seven-point scales, including “bad/good,” “dislike/like,” “unfavorable/favorable,” and “negative/positive.” Resistance to persuasion will be measured using Campbell’s (1995) inference of manipulative intent measures which include five items scored on seven-point “completely disagree” to “completely agree” scales. These include, “The way [the brand] tries to persuade people seems acceptable to me,” (reverse coded) “[The brand] tried to manipulate the audience in ways that I don’t like,” “I was annoyed because [the brand] seemed to be trying to inappropriately manage or control the consumer audience,” “I didn’t mind because [the brand] tried to be persuasive without being excessively manipulative” (reverse coded), and “[The brand] was fair in what was said and shown” (reverse coded).

Summary

All of the latent constructs and their indicators have been introduced, and their measures have been identified (Table 3). The following discussion will address the experimental design used for collecting data.

EXPERIMENTAL DESIGN

This study investigates the influence of message form (masking of persuasive intent) on persuasion effectiveness utilizing two models, a generalized model (Figure 1) to investigate masking and a message form-specific model (Figure 2) to investigate message form. First the subjects are identified, and then the two-part experiment is described.

Subjects

The subjects are undergraduate business students who receive extra credit for participation. Undergraduate students are selected because this generation has grown up with more exposure to marketing tactics (i.e., product placement) than previous generations and, therefore, serve as a more rigorous sample on which to test the hypotheses. While use of undergraduate student samples has been questioned (Sears 1986), college students are sophisticated consumers who purchase and consume marketed goods and services. Widespread use of student subjects in the persuasion literature demonstrates students' attitudes and behavior do appropriately reflect true human nature (Petty et al. 1983, Petty and Cacioppo 1984, Cacioppo et al. 1984, Areni and Lutz 1988, Gotlieb and Swan 1990, Goodstein 1993, Kardes et al. 1994, Chaudhuri and Buck 1995, Campbell 1995, Sengupta et al. 1997, Mantel and Kardes 1999, Shiv and Fedorikhin 1999, Campbell and Kirmani 2000, Russell 2002, Yoo and MacInnis 2005). Further, the

brand selected as the stimulus, American Express, and the type of television programming selected, a reality show, is relevant to these subjects. The reality show selected, *The Restaurant*, was aired on the Bravo television network. The Bravo target audience is comprised of educated and tech-savvy members of both genders who are between the ages of 25 and 54, similar to the chosen subjects (Answers.com 2006).

Research Design

As an overview, after having taken pre-attitude measures in an earlier session (Part One), subjects are asked in a later session to view a video consisting of a combination of message forms drawn from real television programming (Part Two). They are then asked to provide their perceptions and attitudes of the message form through specific questions about the manipulated brand of interest after seeing the stimulus (video with embedded message forms). These constructs are then analyzed using structural equation modeling to determine the true nature and contribution of message form to persuasion effectiveness. A copy of the approved *Louisiana State University Institutional Review Board for Human Research Subject Protection Application for Exemption for Institutional Oversight* is attached in Appendix I.

Part One is a self-administered survey instrument (see Appendix F). Respondents are told a cover story that they will be asked questions about consumer products and brands currently available in the marketplace. The measures in Part One include: personal relevance, pre-attitude toward the brand, and demographics, as well as other unrelated measures. A minimum of one week after the surveys are completed and returned, Part Two is administered to the same subjects.

Part Two utilizes a between-subjects research design with three conditions (message form: commercial, sponsorship, and product placement). Each group of undergraduate business students is shown a video containing a different message form of the same product (American Express credit services) then is asked to complete a survey (see Appendix G). The brand of interest is American Express and is included as the manipulated message form. When the message form is not being manipulated, the filler brand is Coors Light. A cover story is given regarding interest in their opinion of reality shows, specifically *The Restaurant*. The survey includes all of the remaining measures not included in Part One (see Figure 4). The stimulus includes: the opening clip of *The Restaurant*, a sponsorship, an eBay commercial, a repeat of the same sponsorship, a clip from *The Restaurant* including a product placement, and a commercial (see Appendix H).

ANALYSIS PLAN

The models discussed in Chapter 2 include a generalized model (see Figure 1) and a message form-specific model (see Figure 2). These models are examined using structural equation modeling to evaluate the hypotheses. New measures are first reviewed and then followed by descriptions of how each hypothesis is analyzed, categorized by the model used to test them.

New Measures

Two new measures have been introduced to represent the constructs of mediating processing and message form (masking of persuasive intent). There are two measures for mediating processes. For the first measure, *processing amount*, standardized scores of cognitive processes and affective processes are summed for a gauge of the total amount of processing. For the second measure, *processing style*, dividing the standardized scores

of cognitive processes by the standardized scores of affective processes derives a ratio. Values greater than one indicate cognitive processes dominate while values less than one indicate that affective processes dominate.

Message form captures different levels of masking of persuasive intent. Commercials are considered low in masking, while product placements are considered high in masking. Sponsorships fall somewhere in the middle. Following is the analysis plan for testing each hypothesis.

The Masking Continuum

Hypothesis 1 proposes that message forms can represent different levels of masking of persuasive intent as follows: commercial (unmasked – lowest values on the masking continuum), sponsorship (between unmasked and masked) and product placement (masked – highest values on the masking scale). Support for Hypothesis 1 was found in the pre-tests but is also included in the main study for confirmation. An analysis of variance (ANOVA) will be run with message form as the independent variable and masking as the dependent variable. Comparing mean scores will determine if the message forms match the expected order of effects.

The Generalized Model

As stated in Chapter 2, the generalized model (Figure 1) will be used to confirm (1) that the relationships in the generally accepted persuasion framework act the same in the revised model, (2) to examine the role of adding resistance to persuasion to the model, and (3) to examine the mediated impact of adding masking to the model. To analyze the hypotheses, the generalized model is identified in terms of the directions of the relationships. The results of the SEM analysis are examined to determine if the

generalized model provides an acceptable goodness of fit for the estimated model (chi square (χ^2), root mean square error of approximation (RMSEA), non-normed fit index (NNFI) and the comparative fit index (CFI)). With acceptable model fit established, the significance and direction of the coefficients are utilized in addressing the hypotheses.

Confirmation of Existing Persuasion Framework Relationships

The relationships in the model are discussed first without motivation (H2, H3, H4, H6, H7). Once the basic model is established, the moderating influence of motivation is discussed (H5).

Processing Amount to Attitude Change. Hypothesis 2 predicts that as processing amount increases, attitude change also increases. Statistical support is shown when the parameter estimate for processing amount and attitude change is significant and positive.

Antecedents to Processing Amount. Message argument strength (H3a) and attitude toward the show (H3b) are both hypothesized to be positively related to processing amount. Statistical support is shown when the parameter estimates are significant and positive.

Antecedents to Processing Style. Message argument strength (H4a) is proposed as positively related to processing style, while attitude toward the show (H4b) is proposed as negatively related to processing style. Statistical support is shown when the parameter estimates are significant and positive (H4a) and significant and negative (H4b), respectively.

Addition of Resistance to Persuasion to the Model

Resistance to persuasion has been added to the persuasion model as a second outcome variable. Both of the mediating processing variables, processing amount (H6a) and processing style (H6b), are expected to have a positive relationship with resistance to persuasion and are confirmed by significant and positive parameter estimates. Resistance to persuasion, in turn, is proposed as negatively related to attitude change; therefore, a significant, negative parameter estimate provides statistical support.

Addition of Message Form (Masking of Persuasive Intent) to the Model

The addition of masking to the traditional persuasion framework is the fundamental contribution of this research. In the generalized model, masking is included as an antecedent that negatively impacts the processing style (H7). The more masked the message form is, the less cognitive processing relative to affective processing occurs. Statistical support is provided when the parameter estimate is significant and negative.

Motivation as a Moderator

Lastly, to ensure that the generalized model represents the relationships in the traditional persuasion framework, the moderating impact motivation is tested in a manner consistent with Baron and Kenny (1986). Responses will be divided using a tercile split (Garretson and Burton 2003). A separate dataset will be created for each of the two extreme groups and tested using group analysis in SEM. The fit of a model with the path of interest constrained will be compared to the fit of a model with no constrained paths. A significant difference between the chi-square statistics (χ^2 difference of 3.84 for one degree of freedom) indicates that the variable moderates the path of interest (Hair et al. 1998).

In the traditional persuasion literature, the recipient characteristics moderate the processing path taken. The greater the motivation, ability and opportunity, the more likely the message recipient will elaborate on issue-relevant arguments and process through the central route. Lower values of motivation have a lower likelihood of elaboration and are more likely to be processed through the peripheral route. Therefore, the paths between message argument strength and attitude toward the show will be alternately constrained and compared to the unconstrained model.

Hypothesis 5 predicts that motivation (personal relevance) will moderate (1) message argument strength and processing amount and (2) attitude toward the show and processing amount. As just discussed, a set of two models, one constraining the path of interest and one unconstrained, will be estimated for each relationship (message argument strength/processing amount and attitude toward the show/processing amount). Statistical support is shown with a significant chi-square difference between each set of models (χ^2 difference of 3.84 for one degree of freedom).

The Message Form-Specific Model

The message form-specific model (Figure 2) represents a moderated mediation. The processes in the persuasion model are moderated by message form. The manipulation of the message form requires three samples (commercial, sponsorship, product placement) necessitating multiple-sample structural equation modeling. The impact of message form (masking of persuasive intent) will be examined both within each message form and across the message forms, requiring two types of tests described below.

The first type of test compares the strength and direction of the parameter estimates of message argument strength and attitude toward the show with processing style within each message form to determine the predominant persuasion path for that message form. This will be accomplished by comparing the coefficients of each of the two paths within one message form in order to determine which paths are significant both in the theorized direction and value. An unconstrained model for each type of message form will be estimated initially and the goodness of fit statistics noted. Then, a second model of that same message form will be estimated with the parameter estimates of message argument strength with processing style and attitude toward the show with processing style constrained to be equal. If the fit of the second model is significantly worse, then the two relationships are considered significantly different from each other. After which, the parameter estimates within each model can be compared.

The parameter estimate for message argument strength is proposed to be higher than the parameter estimate for attitude toward the show in both the commercial (H8a) and sponsorship (H10a) conditions. The relationship from attitude toward the show is expected to be stronger than that of message argument strength in the product placement (H9a) condition.

The second test is a three-group analysis to examine how the effects of the two paths (message argument strength and attitude toward the show with processing style) differ across message forms. Cross-group equality constraints test group differences on any individual parameter or set of parameters. Therefore, a three-group model (commercial, sponsorship, and product placement) is tested in two steps. In the first step, one relationship is tested at a time by estimating a model in which all relationships are

constrained and comparing it to each model in which the path of interest and its related correlations are freed. If there is a significant decrease in model fit between the models (χ^2 difference of 5.99 for two degrees of freedom, 7.82 for three degrees of freedom, and 9.49 for four degrees of freedom), then moderation is assumed to be present (the relationships vary significantly across the groups) (Hair et al. 1998). In the second step, all relationships are tested at one time to test subset construct paths. A model with all paths restricted is compared to a model in which the relationships between message argument strength and attitude toward the show (and their correlations) with processing style are freed. A significant difference indicates moderation (χ^2 difference of 30.14 for 19 degrees of freedom).

For a commercial, the impact of message argument strength on processing style will be stronger compared to product placements and sponsorships (H8b). For a sponsorship, message argument strength will have a weaker effect on processing style compared to commercials, but a stronger effect when compared to product placement (H10b). Statistical support is shown when the parameter estimate of message argument strength and processing style is significant, positive and greater in the commercial message form model than in the product placement message form model and a significant and positive parameter estimate in the sponsorship message form model.

The impact of attitude toward the show on processing style (the predicted predominant processing style for the product placement message form) is proposed as greater in the product placement message form model (H9b) than in the commercial message form model. Statistical support is shown when the parameter estimate of attitude toward the show and processing style is significant, negative, and stronger in the

product placement message form model than in the commercial message form model (which is also significant and negative). The parameter estimate for this relationship will not be significant in the sponsorship message form.

Moderator of Resistance to Persuasion and Attitude Change

The addition of resistance to persuasion to the model is also hypothesized to have an impact on the traditional persuasion framework. Message form is proposed to have a moderating effect on the negative relationship between resistance to persuasion and attitude change. Hypothesis 11 proposes that the effect of resistance to persuasion on attitude change will be stronger for commercials than for product placement. The hypothesis will be tested using a between-group test. The parameter estimate for resistance to persuasion and attitude change will be compared between each message form model. The commercial message form model should have a higher significant and negative parameter estimate than the similar parameter estimate in the product placement message form model.

Conclusion

The infusion of nontraditional message forms in marketing communication has brought to light the need to consider how the new element of masking of persuasive intent fits into the traditional persuasion framework and contributes to the persuasion literature. Chapter 2 proposed that masking of persuasive intent, operationalized by message form, acts as both an antecedent and a moderator in a process model. Two models, a generalized model and a message form-specific model, were derived from a larger comprehensive model based on alternative formulations of the underlying theory as discussed in Chapter 2. These models are used to test the mediating and moderating

capabilities, respectively, of the new variable. Structural equation modeling is used to empirically test most of the hypotheses. Various types of relationships are examined in Chapter 3. These relationships confirm that the generalized model reflects the relationships in the generally accepted persuasion framework, examine the role of adding resistance to persuasion and message form (masking of persuasive intent) to the model, determine the predominant processing occurring in each message form, and consider the moderating effect of message form (masking of persuasive intent) on the persuasion framework. Findings provide a better understanding of the impact of masking of persuasive intent on persuasive message effectiveness.

CHAPTER 4: RESULTS AND DISCUSSION

In this section, the results of the analysis will be discussed in five stages. The first stage consists of data collection procedures. The second involves assessment of the assumptions of multivariate analysis met by the data and examination and cleaning of the data which includes the selection of the imputation method used for missing data. Third is a discussion of the creation and selection of the specific measures used to represent the mediating processes and other constructs in the model. Fourth is estimation and evaluation of a confirmatory measurement model, including all constructs of interest. The final stage is the confirmation of the proposed models by assessing the fit of the structural equation models and resulting test of each hypothesis.

Data was collected from undergraduate students enrolled in introductory marketing courses. Collection took place in a two-stage process. Pre-attitude measures were taken in the first stage with a self-administered take-home survey. The second stage was administered a minimum of one week later in the subjects' classroom. After viewing a video with the stimulus embedded in it, subjects completed a second survey. The pre-exposure and post-exposure surveys were matched by subject and combined to form one observation for each subject. A total of 344 observations were collected for 48 variable items.

Each group of subjects was exposed to only one condition of the message form (commercial, sponsorship or product placement). Data was collected in ten classes. The average sample size per treatment was 34 observations. The resulting sample size for each message form was 103 for commercial, 116 for sponsorship and 125 for product placement.

DATA PREPARATION

Before beginning the statistical analysis, a number of preliminary analyses were performed. Among the issues addressed were evaluation and accommodation of missing data, assessment of the statistical properties of the data, screening for recognition of the stimulus, initial evaluation of the dimensionality of multi-item constructs, and calculation of the processing measures. Each will be discussed in the sections to follow.

Missing Data

The first analysis focused on the extent and issues related to missing data. Descriptive analysis revealed that no variable item was missing 10 percent or more of its observations. This allowed for any missing value imputation method to be employed (Hair, et al. 1998). A second analysis addressed the amount of missing data for individual observations. One observation was missing 30 percent of its responses, two were missing 20 percent of their responses, and eight observations were missing 10 percent of their responses. These eleven cases were deleted from the analysis. For the remaining 333 cases, missing values for all metric variables were imputed using mean substitution. Missing values for nonmetric variables were not imputed.

Assessing Statistical Properties

To conduct multivariate analyses, the statistical properties of the data must be assessed for meeting the underlying statistical assumptions. For the methods used in this research, the statistical assumptions of normality, linearity, and homoscedasticity were most important. Results of these analyses are discussed below.

Normality

For normality, the shape of the data distribution was first compared to the shape of the normal distribution using histograms. The Shapiro-Wilks' tests were performed and found to support normality for all variables. Skewness and kurtosis were also examined (see Table 5). These results indicate that all of the variables satisfy the assumption of normality.

TABLE 5
Examining the Data

Construct	Mean	Skewness¹	Kurtosis²	Shapiro-Wilks'³ df = 262 statistic (significance)
Relevance of credit cards	4.57	-.52	-.41	0.947 (0.000)
Pre-attitude towards American Express	4.51	-.17	-.22	0.961 (0.000)
Overall attitude towards the show	3.97	-.09	-.90	0.951 (0.000)
Masking	2.48	.67	-.47	0.915 (0.000)
Process: beliefs	3.39	.16	-.99	0.947 (0.000)
Process: feelings/verisimilitude	3.15	.46	-.37	0.960 (0.000)
Process: counterargument	2.74	.47	-.29	0.946 (0.000)
Post-attitude towards American Express	4.41	-.19	-.05	0.950 (0.000)
Resistance to persuasion	3.18	.41	.17	0.969 (0.000)
Message argument strength	3.65	.14	-.71	0.946 (0.000)

¹ Positive values indicate left-skewness (fewer large values).
Negative values indicate right-skewness (fewer small values).

² Positive values indicate narrower variance of observations (a peaked kurtosis).
Negative Values indicate wider variance of observations (a flat kurtosis).

³ Statistical significance supports normality assumption.

Linearity and Homoscedasticity

Conducting a simple regression analysis for each predictor variable with each dependent variable tested the assumptions of linearity and homoscedasticity. Linearity was first confirmed by visual inspection of the scatterplot of the dependent variable and the studentized residuals for a linear pattern in the data. Partial regression plots were also examined to reveal if any nonlinearity issues remained after the linear effect was estimated. In all cases the linear effect was considered sufficient to represent the relationship. Finally, equal dispersion of the residuals along the dependent variable indicated that homoscedasticity was also supported.

Screening for Stimulus Recognition

Subjects were asked to indicate which brands they saw in the stimulus (video) by marking all that applied from a group of six brands listed in alphabetical order, including two credit card brands (American Express and MasterCard), two beer brands (Coors Light and Bud Light), and two sport utility vehicle brands (Mitsubishi Endeavor and Nissan Pathfinder). From the 333 respondents in the sample, 63 did not indicate that they had seen the American Express brand and thus were deleted from further analysis. Interestingly, the sponsorship message form was the least recognized ($n = 34$), followed by product placement ($n = 23$) and the commercial ($n = 6$). The final number of usable observations totals 270. The numbers of observations by message form are 97 for commercial, 71 for sponsorship, and 102 for product placement.

Preliminary Assessment of Construct Dimensionality

All multi-item constructs were subjected to a preliminary assessment of dimensionality and reliability before proceeding to the structural equation modeling

process. Factor analysis was run for all constructs to ensure that the number of proposed dimensions was represented. The ratio of cases to variables was greater than 10 to 1 and the sample size of 270 (which is greater than the recommended 100) was appropriate for generalizability and statistical significance, as recommended by Hair et al. (1998).

Factorability was determined by a significant Bartlett's Test of Sphericity supporting the overall significance of the correlation matrix and a Kaiser-Meyer-Olkin Measure of Sampling Adequacy greater than 0.50. Since total variance was to be analyzed, component analysis was chosen as the method of extraction. To determine the number of factors to be retained, the latent root criterion (components with eigenvalues greater than one) and the scree plot were examined in tandem. The orthogonal rotation method (VARIMAX) was employed and the rotated component matrix was examined to determine the highest loading(s) for each variable. As a final check for assessing dimensionality, preliminary reliabilities of the constructs were examined (see Table 6).

The one-dimensional constructs will be discussed, followed by the multi-dimensional constructs. The new masking construct was proposed as unidimensional, which was confirmed (KMO = .93; Bartlett's test of sphericity chi-square = 1751.03, df = 21, sig. = .000; 76.11 percent cumulative variance explained). All of the established scales from prior research were also confirmed as being unidimensional, including (a) resistance to persuasion (KMO = .75; Bartlett's test of sphericity chi-square = 528.45, df = 10, sig. = .000; 58.41 percent cumulative variance explained), (b) personal relevance (KMO = .80; Bartlett's test of sphericity chi-square = 911.20, df = 6, sig. = .000; 81.94 percent cumulative variance explained), (c) attitude toward the show (KMO = .89; Bartlett's test of sphericity chi-square = 2097.08, df = 6, sig. = .000; 96.41 percent

TABLE 6**Preliminary Estimates of Reliability for Multiple-Item Measures:
Factor Analysis**

Construct	Reliability (Cronbach Alpha)
Relevance of credit cards	.9252
Brand knowledge – American Express	.8382
Pre-attitude towards American Express	.9732
Overall attitude towards the show	.9878
Masking	.9476
Process – beliefs	.8308
Process – feelings/verisimilitude	.8387
Process – counterargument	.4847
Post-attitude towards American Express	.9724
Resistance to persuasion	.8209

Bold indicates reliability below acceptable threshold

cumulative variance explained), (d) pre-attitude toward the brand (KMO = .87; Bartlett's test of sphericity chi-square = 1455.68, df = 6, sig. = .000; 91.84 percent cumulative variance explained), and (e) post-attitude toward the brand (KMO = .87; Bartlett's test of sphericity chi-square = 1547.38, df = 6, sig. = .000; 92.63 percent cumulative variance explained).

For the multi-dimensional constructs, the first was persuasion processing paths where Deighton et al. (1989) established four dimensions of their processing measure, including beliefs, feelings, verisimilitude and counterargument. Factor analysis, however, identified only three factors (KMO = .876; Bartlett's test of sphericity chi-square = 2729.34, df = 66, sig. = .000; 68.6 percent cumulative variance explained). Dual factor loadings were found on one of the belief measures ("Did it convince you that the product

is one you need or could use?") and three of the feeling measures ("Did it make you feel happy?", "Did it provide comfort?", "Did it provide enjoyment?"), so they were deleted from further analysis. The resulting dimensions reflected (1) one factor for beliefs (two items), (2) a composite factor with one item from feeling ("Did you feel drawn into it?") and all three verisimilitude items representing affective processing, and (3) a factor representing the two items for counterargument.

The persuasion processing path measures are hypothesized to capture two basic types of processing, cognitive and affective processes. The persuasion processing path dimensions of beliefs and counterarguments represent cognitive processes, while the dimensions of feelings and verisimilitude represent affective processes. The results indicated that the counterargument dimension had poor reliability ($\alpha = .4847$) (see Table 6) and that it did not load with the belief dimension factor. Therefore, only the beliefs construct will be used to represent cognitive processes. The factor consisting of one feeling measure and the verisimilitude measures (omitting the feeling items that dual loaded in factor analysis) will be used as the construct representing affective processes.

The single-item measure of message argument strength was included in the study. Descriptive statistics are provided in Table 5. Message argument strength is often manipulated in persuasion research (Petty et al. 1983, Areni and Lutz 1988, Munch and Swasy 1988, Klein and Webster 2000, Coulter and Punj 2004). Pre-tests for the message argument strength manipulation ask respondents to rate the strength of an argument on a Likert scale ranging from "weak" to "strong." A similar scale was used in this study since message argument strength was measured and not manipulated.

With data examination complete, focus turns to the calculation of the two processing measures, processing amount and processing style, which are used to represent the mediating processes, along with attitude change.

CREATING THE MEASURES OF PROCESSING AND ATTITUDE CHANGE

Two sets of measures were calculated to represent composite processes in the generalized model. The first represented measures of the amount and style/balance of cognitive and affective processing performed by the individual. The second set of measures related to the absolute value of attitude change describing the amount of attitude change regardless of direction. These measures are described below.

Processing Measures

Two measures, processing amount and processing style, were created utilizing the two revised persuasion processing path constructs (see earlier discussion) to characterize different perspectives of the mediating processes. First, summated scale scores were calculated for each of the two processing measures. Then, standardized scores (z-scores) were derived for each construct and a value of five was added to each score to eliminate negative values. A measure of processing amount was calculated by summing the revised standardized scores of the cognitive and the affective constructs. This value represents the amount of processing in general, irrespective of whether it is cognitive or affective (mean = 10.24, standard deviation = 1.69, minimum = 7.31, maximum = 15.09). The second measure was processing style, created by dividing the revised standardized score of the cognitive construct by the revised standardized score of the affective construct to form a ratio. Higher values (above 1.0) indicate a predominance of cognitive processing relative to affective processing while lower values (below 1.0) indicate the

opposite. A midrange value (around 1.0) indicates a more balanced style where cognitive and affective processing is comparable. Processing style had a mean of 1.01 with a standard deviation of 0.23 and minimum/maximum values of .50 and 1.66 respectively.

Attitude Change

The second measure was created to appraise attitude change. The traditional outcome measure of attitude change in the persuasion literature represents the difference between subjects' attitude toward the brand before and after exposure to the stimulus. Scores from the four pre-attitude indicators were averaged to derive an average pre-attitude score for each subject. The same procedure was followed for the post-attitude indicators. The resulting pre-attitude score was subtracted from the resulting post-attitude score and the absolute value was found for a measure of attitude change for each subject. The absolute value of attitude change describes the amount of change regardless of direction (mean = 0.86, standard deviation = 0.87, minimum = 0.00, maximum = 3.25).

With all variables now defined and proposed constructs passing preliminary tests of unidimensionality, a confirmatory factor analysis was estimated to confirm dimensionality and overall model fit before proceeding to estimation of the proposed models and hypothesis testing.

EVALUATING THE CONFIRMATORY FACTOR ANALYSIS

Before either proposed model is evaluated, the constructs involved are evaluated in a confirmatory factor analysis (CFA) to establish overall model fit and construct validity. This follows the two-step approach advocated by Anderson and Gerbing (1988). Both the confirmatory factor analysis and proposed model estimation are performed with

LISREL 8.5, a structural equation modeling program using a covariance matrix. The confirmatory factor analysis assesses goodness of fit and then addresses construct validity by assessing unidimensionality, composite reliability, variance extracted, and discriminant validity for each construct.

Specifying the Confirmatory Factor Analysis

All of the latent constructs indicated in Figure 1 (including the proposed moderator) and their corresponding measured variables were entered into a CFA. Multi-item constructs included resistance to persuasion ($n = 5$), post-attitude toward the brand ($n = 4$), personal relevance ($n = 4$), attitude toward the show ($n = 4$), and masking of persuasive intent ($n = 7$). The single-item measures included processing amount, processing style, absolute value of attitude change, and argument strength. For these single item measures, a conservative estimate of reliability (.90) was used to specify the loadings (0.9486 (the square root of 90 percent) multiplied by their respective variances) as well as the associated error term (0.10 multiplied by the respective variances) (see Table 7).

TABLE 7

Calculating Construct Loadings and Error Values for Single-Item Measures

Single-Item Measure	Variance	Construct Loading (Variance * 0.9486)	Error Term (Variance * 0.10)
Amount	2.852	2.7054	0.2852
Style	0.051	0.0484	0.0051
Absolute Value of Attitude Change	0.762	0.7228	0.0762
Argument Strength	2.385	2.2624	0.2385

Assessing the Goodness of Fit

Using a covariance matrix of all items, a CFA was estimated. The goodness-of-fit of the CFA was determined by examining two types of fits: absolute fit (chi-square (χ^2) and root mean square error of approximation (RMSEA)) and incremental fit (non-normed fit index (NNFI) and the comparative fit index (CFI)). Absolute fit assesses how well the model predicts the observed covariance. While the large sample size precluded chi-square as an appropriate measure of model fit, the RMSEA measure has been found to be unaffected by sample size and a value of less than or equal to 0.08 indicates a good fit. Incremental fit values for the NNFI and CFI of greater than or equal to 0.90 are considered a good fit (Hair et al. 1998). The goodness of fit statistics ($\chi^2 = 228.92$, $p = 0.0$, $df = 118$; $RMSEA = 0.058$; $NNFI = 0.97$; $CFI = 0.98$) indicated that this measurement model has an acceptable fit.

With acceptable overall model fit established, individual items were then examined for content validity by examining their loadings on the hypothesized constructs. All items were found to load significantly (0.05 significance) on their intended factor (see Table 8). The magnitude of the standardized loadings was also acceptable, ranging from 0.5 and 0.8 (see Table 9). The signs of the parameter estimates between constructs were examined to determine if they were in the theorized direction (see Table 10). Support for nomological validity was established for eight out of nine of the proposed relationships. For the one relationship not in the hypothesize direction, processing amount with resistance to persuasion, was significant but in a negative rather than positive direction.

TABLE 8

**Assessing Content Validity For Model Constructs:
Confirmatory Factor Analysis***

	Resistance to Persuasion	Attitude Toward Show	Masking
Resistance to Persuasion 1	1.00		
Resistance to Persuasion 2	0.98 (0.09) 10.55		
Resistance to Persuasion 3	0.93 (0.09) 10.77		
Attitude Toward Show 1		1.00	
Attitude Toward Show 2		1.04 (0.02) 54.00	
Attitude Toward Show 3		1.01 (0.02) 53.45	
Attitude Toward Show 4		0.99 (0.02) 45.77	
Masking 1			1.00
Masking 2			0.97 (0.05) 20.94
Masking 3			0.82 (0.04) 20.17
Masking 4			0.78 (0.06) 13.92
Masking 5			1.01 (0.05) 19.88
Masking 6			0.90 (0.04) 25.09
Masking 7			0.84 (0.04) 20.39

* Values represent the estimated coefficient, standard error and t-value

TABLE 9

**Completely Standardized Parameter Estimates for Assessing Content Validity:
Confirmatory Factor Analysis**

	Resistance to Persuasion	Attitude Toward Show	Masking
Resistance to Persuasion 1	0.76		
Resistance to Persuasion 2	0.74		
Resistance to Persuasion 3	0.77		
Attitude Toward Show 1		0.97	
Attitude Toward Show 2		0.98	
Attitude Toward Show 3		0.98	
Attitude Toward Show 4		0.97	
Masking 1			0.89
Masking 2			0.87
Masking 3			0.85
Masking 4			0.69
Masking 5			0.85
Masking 6			0.93
Masking 7			0.86

TABLE 10

**Initial Assessment of Nomological Validity:
Relationships Between Model Constructs***

	Processing Amount	Processing Style	Attitude Change	Resistance to Persuasion	Argument Strength	Attitude Toward Show	Masking
Processing Amount	0.35 (0.03) 10.44						
Processing Style	-0.24 (0.18) -1.35	19.60 (1.88) 10.44					
Attitude Change	0.06 (0.05) 1.26	-0.16 (0.34) -0.46	1.31 (0.13) 10.44				
Resistance to Persuasion	-0.26 (0.05) -4.86	0.67 (0.37) 1.80	0.20 (0.10) 2.08	1.34 (0.20) 6.56			
Argument Strength	0.23 (0.03) 7.79	0.34 (0.20) 1.76	0.08 (0.05) 1.59	-0.29 (0.06) -4.92	0.42 (0.04) 10.44		
Attitude Toward Show	0.28 (0.07) 3.92	-1.56 (0.52) -3.02	-0.02 (0.13) -0.11	-0.51 (0.15) -3.50	0.27 (0.08) 3.55	3.16 (0.29) 11.02	
Masking	-0.01 (0.05) -0.15	-1.26 (0.42) -3.01	-0.05 (0.11) -0.49	-0.04 (0.11) -0.32	-0.13 (0.06) -2.08	0.08 (0.16) 0.50	2.00 (0.21) 9.38

* Values represent the estimated coefficient, standard error and t-value.

Testing for Composite Reliability and Variance Extracted

Composite reliability and variance extracted (Fornell and Larcker 1981) were tested separately for each multiple-indicator construct (see Table 11). All constructs were found to have acceptable reliability (greater than or equal to 0.70) and acceptable variance extracted (greater than 0.50).

TABLE 11

Construct Reliability and Variance Extracted: Confirmatory Factor Analysis

Multi-Item Construct	Construct Reliability¹	Variance Extracted²
Resistance to Persuasion	0.80	0.58
Attitude Toward Show	0.99	0.95
Masking	0.99	0.73

¹Values greater than or equal to 0.70 deemed acceptable.

²Values greater than 0.50 deemed acceptable.

Testing for Discriminant Validity

Discriminant validity was tested for all pairs of constructs by deriving the AVE (average of the sum of the squared loadings) average for each pair of constructs (Hair et al. 1998). This average AVE is then compared to the squared correlation (the shared variance) between the pairs. An average AVE greater than the shared variance supports discriminant validity. An example of the calculation can be found in Appendix H. For example, the average AVE between the two multi-item constructs with the highest correlation ($\phi = -0.51$) attitude toward the show and resistance to persuasion was found to be 0.76. Since this value is greater than the shared variance ($\phi^2 = 0.26$), discriminant validity is supported. Comparisons for all other pairs of constructs supported discriminant validity for all constructs.

With the CFA confirming the measurement properties of all constructs, empirical support was found for construct validities. The relationships between the latent constructs can now be examined with structural equation modeling and the hypotheses can be tested.

DISCUSSING THE STRUCTURAL MODELS AND HYPOTHESES

The hypotheses will be addressed in three stages using structural equation modeling. The first stage will test the proposed moderation of motivation on the established persuasion model using the generalized model and including resistance to persuasion, but not masking of persuasive intent. The second stage will test the proposed moderation of message form using the message form-specific model. The final stage will test the remaining hypotheses using the generalized model, including both resistance to persuasion and masking of persuasive intent.

Motivation as a Moderator

This section will specify a structural equation model for the generalized model and test it for goodness of fit. Once acceptable fit is confirmed, the hypothesized moderation of motivation will be tested (Hypothesis 5).

Generalized Model

The generalized model (see Figure 1) examines the relationships between the antecedents of message argument (message argument strength), the peripheral cues (attitude toward the show), and context (masking of persuasive intent) with the outcomes of attitude change and resistance to persuasion. Cognitive and affective processes (measured in this study by processing amount and processing style) mediate these relationships. Motivation (personal relevance) is hypothesized to moderate these

relationships and will be tested via the generalized model with the exclusion of the masking of persuasive intent construct.

Specifying the Structural Equation Model

A structural equation model was specified based on the constructs validated in the earlier confirmatory factor analysis and the conceptual model shown in Figure 1. Again, the reliabilities of the single-item constructs were set at 0.9486 multiplied by their respective variances and their error terms were set at 0.10 multiplied by their respective variances.

Assessing the Goodness of Fit

First, overall model goodness of fit was assessed with the same criteria as the CFA model. The goodness of fit measures ($\chi^2 = 233.38$, $p = 0.0$, $df = 127$; RMSEA = 0.055; NNFI = 0.97; CFI = 0.98) all indicated that this structural equation model had acceptable fit. Examining the loadings of items on their hypothesized factors again supported content validity for all constructs. All items loaded significantly on their intended factors (see Table 12), and the magnitude of the loadings was acceptable (see Table 13).

Before the examination of specific hypotheses, the estimated relationships among constructs were viewed as a broader indication of nomological validity (see Table 14). Nomological validity was established for six out of nine of the proposed relationships, including (a) resistance to persuasion with attitude change, (b) masking of persuasive intent with processing style, (c) message argument strength with processing amount, (d) message argument strength with processing style, (e) attitude toward the show with

TABLE 12

**Parameter Estimates of Construct Loadings and Statistical Significance:
Generalized Model with Resistance to Persuasion***

	Processin g Amount	Processing Style	Attitude Change	Resistance to Persuasion	Argument Strength	Attitude Toward Show
Processing Amount	2.71					
Processing Style		0.05				
Attitude Change			1.42			
Resistance to Persuasion 1				1.00		
Resistance to Persuasion 2				1.06 (0.10) 10.38		
Resistance to Persuasion 3				1.00 (0.10) 10.47		
Argument Strength					2.26	
Attitude Toward Show 1						1.00
Attitude Toward Show 2						1.04 (0.02) 54.07
Attitude Toward Show 3						1.01 (0.02) 53.43
Attitude Toward Show 4						0.99 (0.02) 45.76

* Values represent the estimated coefficient, standard error and t-value.

TABLE 13

**Completely Standardized Parameter Estimates for Assessing Content Validity:
Generalized Model with Resistance to Persuasion**

Item Loadings for Processes/Outcomes Constructs

	Processing Amount	Processing Style	Attitude Change	Resistance to Persuasion
Processing Amount	0.95			
Processing Style		0.95		
Attitude Change			0.95	
Resistance 1				0.72
Resistance 2				0.76
Resistance 3				0.79

Item Loadings for Antecedent Constructs

	Argument Strength	Attitude Toward Show	Masking
Argument Strength	0.95		
Attitude Toward Show 1		0.97	
Attitude Toward Show 2		0.98	
Attitude Toward Show 3		0.98	
Attitude Toward Show 4		0.97	

TABLE 14

**Initial Assessment of Nomological Validity:
Relationships between Model Constructs***

	Argument Strength	Attitude Toward Show
Argument Strength	0.42 (0.04) 10.44	
Attitude Toward Show	0.27 (0.08) 3.55	3.16 (0.29) 11.02

* Values represent the estimated coefficient, standard error and t-value.

processing amount, and (f) attitude toward the show with processing style. Processing style with resistance to persuasion was also marginally significant (.10 level of

significance) and in the hypothesized direction. The sign of the relationship for processing amount with attitude change was in the hypothesized direction, but was not significant. Last, processing amount with resistance to persuasion was significant, but not in the hypothesized direction. Parameter estimates are provided in Table 15. These will be discussed in more detail when testing the related hypotheses.

Testing Hypothesis 5

The ELM posits that recipient characteristics, such as motivation, moderate the relationships between the antecedents and the amount of processing that takes place. To examine these moderating effects, a group analysis was performed on the generalized model (Figure 1). A tercile split was conducted, and the two extreme groups were used in the analysis (Garretson and Burton 2003). Table 16 provides a low/high profile of the model constructs for motivation (personal relevance). Examining the structural equation model, with the path of interest estimated freely in one model and constrained to be equal across conditions in another, tests a moderation effect. If there was a significant chi-square difference (χ^2 difference greater than or equal to 3.84 for one degree of freedom) between the set of models, moderation was supported.

Results did not support motivation (measured by personal relevance) as a moderator of any of the relationships between the antecedent variables and the processing variables (χ^2 differences < 3.84 , df difference = 1). The greatest chi-square difference in the model was the relationship between attitude toward the show and processing style ($\chi^2 = 3.30$), with the other relationships ranging from no difference to a chi-square difference of 2.93. Therefore, Hypotheses 5 is not supported. The recipient characteristic of

motivation did not moderate the relationships between the antecedent variables and the processing measures in the structural equation model.

TABLE 15

**Parameter Estimates for Relationships among Constructs:
Generalized Model with Resistance to Persuasion***

Relationships Between Processes/Outcomes (β)

	Processing Amount	Processing Style	Attitude Change	Resistance to Persuasion
Processing Amount				
Processing Style				
Attitude Change	0.05 (0.10) 0.51			-0.23 (0.06) -3.86
Resistance to Persuasion	-0.70 (0.13) -5.32	0.03 (0.02) 1.54		

* Values represent the estimates coefficient, standard error and t-value.

Relationships Between Antecedents and Processes/Outcomes (γ)

	Argument Strength	Attitude Toward Show
Processing Amount	0.52 (0.05) 9.83	0.04 (0.02) 2.39
Processing Style	1.12 (0.46) 2.41	-0.59 (0.16) -3.68
Attitude Change		
Resistance to Persuasion		

* Values represent the estimates coefficient, standard error and t-value.

TABLE 16
Profiles of High/Low Groups Used in Moderation Tests of Motivation

Group¹	Variable	Motivation²
Low	Resistance to Persuasion	3.38
	Post-Attitude Toward Brand	4.17
	Absolute Value of Attitude Change	0.78
	Processing Style	1.03
	Processing Amount	10.09
	Message Argument Strength	3.23
	Attitude Toward Show	3.76
	Masking of Persuasive Intent	2.65
High	Resistance to Persuasion	3.19
	Post-Attitude Toward Brand	4.77
	Absolute Value of Attitude Change	0.93
	Processing Style	1.01
	Processing Amount	10.40
	Message Argument Strength	3.99
	Attitude Toward Show	4.11
	Masking of Persuasive Intent	2.23

¹The two extreme groups from tercile splits of seven-point Likert scales created the low (values = 1 to 4.5) and high (values = 5.5 to 7) groups.

²Motivation measured with personal relevance.

Message Form as a Moderator

This section will test the hypothesized moderation of message form (Hypotheses 8, 9 and 10), using the message form-specific model (Figure 2) and including masking of persuasive intent. The message form-specific model (see Figure 2) is a moderated mediation that is based on message form (commercial, sponsorship or product placement).

Message Form-Specific Model

The hypotheses related to the proposed moderating effects of message form are tested using two types of tests. The first test compares the strength and direction of the relationships of message argument strength and attitude toward the show with processing

style. The same structural equation model is estimated for each of the three message forms. Within each message form model, the parameter estimates for the two relationships (message argument strength with processing style and attitude toward the show with processing style) are compared, with the stronger parameter estimate representing the predominant relationship for that message form. Statistical significance between the two relationships is tested in each message form by comparing an unconstrained model and a model with the two relationships constrained to be equal. If the fit of the constrained model is significantly worse than the fit of the unconstrained model, a significant difference between the relationships is supported. This approach is used to test Hypotheses 8a, 9a and 10a.

Once the predominant relationship is determined within each message form, the second test, including two parts, compares the strength of the predominant relationship (from the first test) across the message forms. A three-group analysis (similar to the two-group analysis of the moderating effect of motivation) is conducted using structural equation modeling. First, each relationship is tested by constraining all paths and freeing one at a time (along with its correlations). Moderation is supported by a significant chi-square difference (χ^2 difference = 7.82 for three degrees of freedom) between the constrained model and the model where the relationship of interest is freed. The parameter estimates of message argument strength with processing style and of attitude toward the show with processing style are noted and compared for each message form. Second, moderation is tested by examining all relationships simultaneously to test subset construct paths. A model with all paths restricted is compared to a model in which the relationships between message argument strength and attitude toward the show (and their

correlations) with processing style are freed. A significant difference indicates moderation (χ^2 difference of 30.14 for 19 degrees of freedom). This approach is used to test Hypotheses 8b, 9b and 10b, as well as the moderation effect of message form on the relationship between resistance to persuasion and attitude change (Hypothesis 11).

Testing the Hypotheses

The next step involves examining specific parameter estimates among constructs to determine if the hypothesized relationships are supported in the message form-specific model. The type of hypothesis test used organizes the following discussions: within message form and across message form.

Within Message Form. For each message form, a model in which the antecedents of message argument strength and attitude toward the show with processing style are estimated freely is compared with a model in which these antecedents are constrained to be equal. A significant chi-square difference indicates a significant difference between the two antecedents with processing style within that message form. Results indicated a significant difference between message argument strength and attitude toward the show with processing style for the product placement message form (χ^2 difference = 4.26, df difference = 1), but not for the commercial (χ^2 difference = 0.01, df difference = 1) and sponsorship (χ^2 difference = 2.57, df difference = 1) message forms, not supporting H8a and H10a. The parameter estimates for each message form are provided in Tables 17 (commercial), 18 (product placement), and 19 (sponsorship). Table 20 lists mean scores for each construct by message form. Contrary to what was theorized for product placement, the parameter estimate of message argument strength with processing style ($\gamma = 1.53$, standard error = 0.86, t-value = 1.78, $p \leq 0.10$) is stronger

TABLE 17

**Parameter Estimates of Relationships Among Constructs:
Commercial Message Form Model***

Relationships Between Processes/Outcomes (β)

	Processing Amount	Processing Style	Attitude Change	Resistance to Persuasion
Processing Amount				
Processing Style				
Attitude Change	0.36 (0.24) 1.48			0.25 (0.12) 2.15
Resistance to Persuasion	-1.00 (0.22) -4.50	0.04 (0.03) 1.26		

* Values represent the estimates coefficient, standard error and t-value.

Relationships Between Antecedents and Processes/Outcomes (γ)

	Argument Strength	Attitude Toward Show	Masking
Processing Amount	0.54 (0.08) 6.72	0.08 (0.03) 2.75	
Processing Style	-0.41 (0.70) -0.58	-0.73 (0.26) -2.84	-0.52 (0.37) -1.42
Attitude Change			
Resistance to Persuasion			

* Values represent the estimates coefficient, standard error and t-value.

TABLE 18

**Parameter Estimates of Relationships among Constructs:
Product Placement Message Form Model***

Relationships Between Processes/Outcomes (β)

	Processing Amount	Processing Style	Attitude Change	Resistance to Persuasion
Processing Amount				
Processing Style				
Attitude Change	0.39 (0.24) 1.66			0.30 (0.14) 2.10
Resistance to Persuasion	-0.73 (0.23) -3.18	0.04 (0.03) 1.29		

Relationships between Antecedents and Processes/Outcomes (γ)

	Argument Strength	Attitude Toward Show	Masking
Processing Amount	0.52 (0.10) 4.98	0.01 (0.03) 0.45	
Processing Style	1.53 (0.86) 1.78	-0.54 (0.26) -2.03	-0.70 (0.30) -2.32
Attitude Change			
Resistance to Persuasion			

* Values represent the estimates coefficient, standard error and t-value.

TABLE 19

**Parameter Estimates of Relationships among Constructs:
Sponsorship Message Form Model***

Relationships between Processes/Outcomes (β)

	Processing Amount	Processing Style	Attitude Change	Resistance to Persuasion
Processing Amount				
Processing Style				
Attitude Change	0.44 (0.31) 1.40			0.07 (0.19) 0.39
Resistance to Persuasion	-0.13 (0.33) -1.56	-0.02 (0.03) -0.67		

Relationships between Antecedents and Processes/Outcomes (γ)

	Argument Strength	Attitude Toward Show	Masking
Processing Amount	0.41 (0.12) 3.52	0.03 (0.03) 0.86	
Processing Style	1.37 (1.00) 1.36	-0.43 (0.30) -1.42	-0.58 (0.40) -1.45
Attitude Change			
Resistance to Persuasion			

* Values represent the estimates coefficient, standard error and t-value.

TABLE 20
Construct Scores by Message Form

Construct	Message Form		
	Commercial	Sponsorship	Product Placement
Resistance to Persuasion	3.23	3.25	3.38
Post-Attitude Toward Brand	4.44	4.15	4.56
Absolute Value of Attitude Change	0.90	0.90	0.81
Processing Style	1.07	0.95	1.00
Processing Amount	10.71	9.72	10.15
Message Argument Strength	4.22	3.14	3.46
Attitude Toward the Show	4.01	3.80	4.04
Masking of Persuasive Intent	2.23	2.22	2.91

than the parameter estimate of attitude toward the show with processing path ($\gamma = -0.54$, standard error = 0.26, t-value = -2.03, $p \leq 0.05$), not supporting H9a.

Across Message Forms. Results indicate that message form does not moderate message argument strength with processing style, attitude toward the show with processing style, nor resistance to persuasion with attitude change. Chi-square differences ranged from 0.36 to 5.62, with the relationship between message argument strength with processing style having the greatest chi-square difference. Further, the comparison between the restricted model and the model in which the relationships between message argument strength and attitude toward the show (and their correlations) with processing style were freed was not significant (χ^2 difference of 19.23 for 19 degrees of freedom). Therefore, Hypotheses 8b, 9b, 10b and 11b are not supported. A summary of relevant parameter estimates across the message form models and the statistical tests for moderation (chi-square differences) are provided in Table 21.

TABLE 21

**Parameter Estimates and Tests for Moderation:
Message-Specific Models**

Path	Commercial Parameter Estimate (SE) T-value	Sponsorship Parameter Estimate (SE) T-value	Product Placement Parameter Estimate (SE) T-value	Across Message Form χ^2 difference
<i>Hypothesized</i>				
Message Argument Strength → Processing Style	-0.41 (0.71) -0.58	1.37 (1.00) 1.36	1.53 (0.86) 1.78	5.62 df = 3
Attitude Toward Show → Processing Style	-0.73 (0.26) -2.84	-0.43 (0.30) -1.42	-0.54 (0.26) -2.03	2.61 df = 4
Resistance to Persuasion → Attitude Change	0.25 (0.12) 2.15	0.07 (0.19) 0.39	0.30 (0.14) 2.10	1.43 df = 2
<i>Post Hoc</i>				
Message Argument Strength → Processing Amount	0.54 (0.08) 6.72	0.41 (0.12) 3.52	0.52 (0.10) 4.98	2.40 df = 3
Attitude Toward Show → Processing Amount	0.08 (0.03) 2.75	0.03 (0.03) 0.86	0.01 (0.03) 0.45	4.02 df = 4

Summary

The results indicate that the relationships between the antecedents of message argument strength and attitude toward the show with processing style are comparable in strength within both the commercial and sponsorship message forms. However, message argument strength has a stronger relationship with processing style (compared to attitude toward the show) in the product placement message form. Further, message form does not moderate the general persuasion model (across message forms), which operates in the same manner no matter which message form is seen.

Remaining Hypotheses

Message form does not moderate the relationships in the general persuasion model. Therefore, the remaining hypotheses will be tested using the generalized model, including both resistance to persuasion and masking of persuasive intent. An additional structural equation model is run to include masking of persuasive intent (Figure1). This model has acceptable goodness of fit statistics ($\chi^2 = 252.14$, $p = 0.0$ $df = 127$; RMSEA = 0.059; NNFI = 0.97; CFI = 0.97). Examining the loadings of items on their hypothesized factors again supported content validity for all constructs. All items loaded significantly on their intended factors (see Table 22), and the magnitude of the loadings was acceptable (see Table 23).

Before examining specific hypotheses, the estimated relationships among constructs were viewed as a broader indication of nomological validity (see Table 24). Nomological validity was established for six out of nine of the proposed relationships, including (a) masking with processing style, (b) message argument strength with processing amount, (c) message argument strength with processing style, (d) attitude toward the show with processing amount, (e) attitude toward the show with processing style, and (f) processing amount with attitude change. Processing style with resistance to persuasion was also marginally significant (0.10 level of significance) and in the hypothesized direction. Lastly, the relationships of processing amount with resistance to persuasion and of resistance to persuasion with attitude change were significant, but not in the hypothesized direction. These will be discussed in more detail when testing the related hypotheses.

TABLE 22

**Parameter Estimates of Construct Loadings and Statistical Significance:
Generalized Model with
Resistance to Persuasion and Masking of Persuasive Intent***

	Processing Amount	Processing Style	Attitude Change	Resistance to Persuasion	Argument Strength	Attitude Toward Show	Masking
Processing Amount	2.71						
Processing Style		0.05					
Attitude Change			0.72				
Resistance to Persuasion 1				1.00			
Resistance to Persuasion 2				1.02 (0.10) 10.40			
Resistance to Persuasion 3				0.97 (0.09) 10.52			
Argument Strength					2.26		
Attitude Toward Show 1						1.00	
Attitude Toward Show 2						1.04 (0.02) 54.06	
Attitude Toward Show 3						1.01 (0.02) 53.43	
Attitude Toward Show 4						0.99 (0.02) 45.75	
Masking 1							1.00
Masking 2							0.97 (0.05) 20.94
Masking 3							0.82 (0.04) 20.17
Masking 4							0.78 (0.06) 13.93
Masking 5							1.01 (0.05) 19.86
Masking 6							0.90 (0.04) 25.06
Masking 7							0.84 (0.04) 20.40

* Values represent the estimated coefficient, standard error and t-value.

TABLE 23

**Completely Standardized Parameter Estimates for Assessing Content Validity:
Generalized Model with
Resistance to Persuasion and Masking of Persuasive Intent**

Item Loadings for Processes/Outcomes Constructs

	Processing Amount	Processing Style	Attitude Change	Resistance to Persuasion
Processing Amount	0.95			
Processing Style		0.95		
Attitude Change			0.95	
Resistance 1				0.74
Resistance 2				0.75
Resistance 3				0.78

Item Loadings for Antecedent Constructs

	Argument Strength	Attitude Toward Show	Masking
Argument Strength	0.95		
Attitude Toward Show 1		0.97	
Attitude Toward Show 2		0.98	
Attitude Toward Show 3		0.98	
Attitude Toward Show 4		0.97	
Masking 1			0.89
Masking 2			0.87
Masking 3			0.85
Masking 4			0.70
Masking 5			0.85
Masking 6			0.93
Masking 7			0.86

Table 24

**Initial Assessment of Nomological Validity:
Relationships between Model Constructs***

	Argument Strength	Attitude Toward Show	Masking
Argument Strength	0.42 (0.04) 10.44		
Attitude Toward Show	0.27 (0.08) 3.55	3.16 (0.29) 11.02	
Masking	-0.12 (0.06) -2.01	0.08 (0.16) 0.51	2.00 (0.21) 9.38

* Values represent the estimated coefficient, standard error and t-value.

Testing the Hypotheses

The next step involves examining specific parameter estimates among constructs (see Table 25) to determine if the hypothesized relationships are supported in the generalized model. The following discussions are organized by hypothesis.

Hypothesis 1. This hypothesis predicts that, based on the characteristics of message form, (a) a commercial will be perceived as unmasked, (b) a sponsorship will be perceived as between unmasked and masked, and (c) a product placement will be perceived as masked along the proposed masking continuum. ANOVA results indicate that there is a significant difference ($F = 8.35$, sig. = 0.0) between the three message forms in terms of perceptions of masking. The mean plots confirmed the expected order of effects for commercial (mean = 2.23) and product placement (mean = 2.91). The mean of the sponsorship message form (mean = 2.22), however, was equal to the mean of the

Table 25

**Parameter Estimates of Relationships among Constructs:
Generalized Model with Resistance to Persuasion and Masking of Persuasive Intent**

Relationships between Processes/Outcomes (β)

	Processing Amount	Processing Style	Absolute Value of Attitude Change	Resistance to Persuasion
Processing Amount				
Processing Style				
Absolute Value of Attitude Change	0.33 (0.14) 2.33			0.22 (0.08) 2.68
Resistance to Persuasion	-0.73 (0.14) -5.41	0.02 (0.02) 1.44		

Relationships between Antecedents and Processes/Outcomes (γ)

	Argument Strength	Attitude Toward Show	Masking
Processing Amount	0.52 (0.05) 9.86	0.04 (0.02) 2.38	
Processing Style	0.94 (0.46) 2.03	-0.57 (0.16) -3.54	-0.55 (0.20) -2.76
Attitude Change			
Resistance to Persuasion			

* Values represent the estimates coefficient, standard error and t-value.

commercial message form. Hypotheses 1a and 1c are supported, but Hypothesis 1b is not supported.

The sponsorship message form consisted of the appearance of the brand logo on the screen and a voice-over naming the brand and stating the brand tagline. Respondents were aware of the persuasive intent of the brand for providing financial support to the show and thus may perceive it as being similar to the persuasive intent of a commercial message. The brand is paying for time on the air to convince or remind the receiver of the message to purchase its product. Both commercial and sponsorship are different from the perceived intentions of a product placement in which the respondents viewed the persuasive intent of the brand to be less obvious.

Hypothesis 2. This hypothesis predicts a positive relationship between processing amount and attitude change and is supported by the parameter estimate (Table 14; $\beta = 0.33$, standard error = 0.14, t -value = 2.33, $p \leq 0.05$). The ELM proposes that attitude change is mediated by processing measures; therefore, any increase in the amount of these measures should have a positive effect on attitude change.

Hypothesis 3. This hypothesis proposes that the antecedent constructs are positively related to processing amount. Both message argument strength (H3a: $\gamma = 0.52$, standard error = 0.05, t -value = 9.86, $p \leq 0.05$) and attitude toward the show (H3b: $\gamma = 0.04$, standard error = 0.02, t -value = 2.38, $p \leq 0.05$) were supported (see Table 14). Both antecedents affect the amount of processing that takes place. Similar to the ELM, one antecedent is more cognitive (message argument strength), and one is more affective (attitude toward the show), yet both initiate some form of processing.

Hypothesis 4. This hypothesis examines the relationship between the antecedents and processing style. Recall that higher processing style values indicate more cognitive processing compared to affective processing, and lower values indicate greater affective processing relative to cognitive processing. Results (see Table 14) show that message argument strength is positively related to processing style ($\gamma = 0.94$, standard error = 0.46, $t\text{-value} = 2.03$, $p \leq 0.05$), supporting H4a and that attitude toward the show is negatively related to processing style ($\gamma = -0.57$, standard error = 0.16, $t\text{-value} = -3.54$, $p \leq 0.05$), supporting H4b. ELM postulates that message argument (message argument strength) and peripheral cues (attitude toward the show) serve as antecedents to the route taken to persuasion, be it more cognitive or more affective. These results provide support by demonstrating that message argument strength results in more cognitive processing (significant, positive relationship), while attitude toward the show results in more affective processing (significant, negative relationship).

Hypothesis 6. This hypothesis examines the impact of adding resistance to persuasion to the model. Higher levels of processing amount are predicted as positively related to resistance to persuasion (H6a), although the results in Table 14 indicate just the opposite ($\beta = -.73$, standard error = 0.14, $t\text{-value} = -5.41$, $p \leq 0.05$). Processing style, on the other hand, is positively related to resistance to persuasion (H6b), marginally significant for a one-tail $t\text{-test}$ ($\beta = .02$, standard error = 0.02, $t\text{-value} = 1.44$, $p \leq 0.05$). H6c predicts that higher levels of resistance to persuasion are negatively related to attitude change. However, the results support a significant, positive relationship ($\beta = 0.22$, standard error = 0.08, $t\text{-value} = 2.68$, $p \leq 0.05$).

In summary, these findings support the premise that greater cognitive processing relative to affective processing results in greater resistance to persuasion. Counter to what was theorized, results indicate that the greater the amount of processing, the lower the resistance to persuasion. One possible cause may be that a greater amount of processing may have resulted in a greater affinity with the brand, thereby lowering resistance to persuasion. Further, greater resistance to persuasion is shown to result in greater attitude change, although the valence of that change is not known.

Hypothesis 7. This hypothesis predicts that the masking is negatively related to processing style. A significant, negative relationship in Table 14 ($\gamma = -0.55$, standard error = 0.20, t-value = -2.76, $p \leq 0.05$) supports H7. As message form becomes more masked, processing becomes less cognitive in relation to affective.

Review of Generalized Model Results

The generalized model provides statistical support that the antecedents do impact each of the processing dimensions. In addition, the new construct of masking impacts the style of processing, as theorized. Traditionally, processing has lead directly to attitude change, but the addition of resistance to persuasion creates a mediating affect between processing and attitude change.

Model Respecification

Exploratory model respecification revealed a significant, negative relationship between processing style and processing amount (see Table 26). As processing style increases (more cognitive processing relative to affective processing), the amount of processing decreases. Further, the parameter estimate for attitude toward the show and

Table 26

**Parameter Estimates of Relationships among Constructs:
Model Respecification Involving Processing Style and Processing Amount**

Relationships between Processes/Outcomes (β)

	Processing Amount	Processing Style	Attitude Change	Resistance to Persuasion
Processing Amount		-0.02 (0.01) -2.51		
Processing Style				
Attitude Change	0.34 (0.14) 2.35			0.22 (0.08) 2.69
Resistance to Persuasion	-0.73 (0.14) -5.40	0.02 (0.02) 1.29		

Relationships between Antecedents and Processes/Outcomes (γ)

	Argument Strength	Attitude Toward Show	Masking
Processing Amount	0.55 (0.05) 10.26	0.03 (0.02) 1.70	
Processing Style	1.02 (0.46) 2.20	-0.57 (0.16) -3.58	-0.55 (0.20) -2.75
Attitude Change			
Resistance to Persuasion			

* Values represent the estimates coefficient, standard error and t-value.

processing amount lost significance (reduced to significant in a one-tailed t-test), indicating that processing style is a mediator for these two constructs.

What is significant about these findings is they indicate that how a persuasive message is processed (more cognitively or more affectively) will impact the amount of processing that takes place. Processing amount, in turn, impacts attitude change and resistance to persuasion. Thus, how a persuasive message is processed determines the effectiveness of the persuasive message. More specifically, the results suggest that affective processing may increase the total amount of processing that takes place. This is further supported in the mediated relationship between attitude toward the show and processing amount. More positive attitude toward the show results in greater affective processing relative to cognitive processing, which increases the amount of processing. These results may imply that by utilizing a message form that accesses more affective processing, such as product placement, a persuasive message may be more effective. Alternatively, the reverse suggests that cognitive processing actually decreases the amount of processing, providing further support that the commercial message form may garner less attention to the persuasive message.

Extent of Mediation

The extent of mediation by the processing variables of processing amount and processing style are tested by examining if any of the direct paths from the antecedent variables to the outcome variables are significant. Table 27 indicates that the traditional antecedents of message argument strength and attitude toward the show may be fully mediated by the processing constructs for attitude change, but may be only partially mediated by the processing constructs for resistance to persuasion. Also, masking may

Table 27**Mediational Analysis****Values of Unestimated Relationships Possible in the Model**

	Argument Strength	Attitude Toward Show	Masking
Processing Amount	-	-	0.60
Processing Style	-	-	-
Attitude Change	1.92	0.01	0.15
Resistance to Persuasion	8.79	4.77	0.04

Expected Change

	Argument Strength	Attitude Toward Show	Masking
Processing Amount	-	-	0.02
Processing Style	-	-	-
Attitude Change	0.22	0.00	-0.02
Resistance to Persuasion	-0.48	-0.09	-0.01

be fully mediated by the processing constructs for both outcome constructs. To make a definite assessment, each path is estimated to determine if it is significant ($t\text{-value} \geq 1.96$, $p \leq 0.05$), supporting partial mediation. Findings are supported with significant paths only for the relationships between message argument strength ($\gamma = -0.49$, standard error = 0.16, $t\text{-value} = -3.11$, $p \leq 0.05$) and attitude toward the show ($\gamma = -0.09$, standard error = 0.04, $t\text{-value} = -2.14$, $p \leq 0.05$) with resistance to persuasion.

Total Effects

Total effects capture not only the direct effects of the antecedent variables on the outcome variables, but also the indirect effects, which are most important. The results in Table 28 indicate that message argument strength, attitude toward the show and masking of persuasive intent do have an impact on the outcomes of attitude change and resistance

Table 28**Parameter Estimates of Total Effects****Total Effects of Antecedent and Outcome Variables**

	Argument Strength	Attitude Toward Show	Masking
Processing Amount	0.53 (0.05) 9.98	0.04 (0.02) 2.34	0.01 (0.01) 1.87
Processing Style	1.02 (0.46) 2.20	-0.57 (0.16) -3.58	-0.55 (0.20) -2.75
Attitude Change	0.10 (0.07) 1.43	0.00 (0.01) 0.72	0.00 (0.00) -0.27
Resistance to Persuasion	-0.36 (0.08) -4.30	-0.04 (0.02) -2.45	-0.02 (0.01) -1.64

Total Effects of Outcome Variables

	Processing Amount	Processing Style	Attitude Change	Resistance to Persuasion
Processing Amount	- (0.01) -2.51	-0.02 (0.01) -2.51	-	-
Processing Style	-	-	-	-
Attitude Change	0.18 (0.13) 1.37	0.00 (0.01) 0.28	-	0.22 (0.08) 2.69
Resistance to Persuasion	-0.73 (0.14) -5.40	0.04 (0.02) 2.04	-	-

* Values represent the estimates coefficient, standard error and t-value.

to persuasion, even though they are mediated by the processing constructs. Message argument strength and attitude toward the show (traditional antecedents) both impact the processing constructs and resistance to persuasion. Masking impacts processing amount (at the 0.10 significance level), processing style and resistance to persuasion (at the 0.10

significance level). Further, the only construct impacting attitude change is resistance to persuasion.

SUMMARY

A summary of the support of the hypotheses is provided in Table 29. Overall, the existing persuasion model (Figure 1), including the new variables of masking of persuasive intent and resistance to persuasion, was supported. Message form successfully represented the two endpoints of the masking of persuasive intent continuum, unmasked (commercial) and masked (product placement). As an antecedent, masking was found to determine the style of processing. The less masked the message form (i.e., commercial), the more the brand message was cognitively processed. Model respecification revealed that processing style is negatively related to processing amount and serves as a mediator in some situations. Message form did not serve as a moderator to the general persuasion model for the relationships between the antecedents (message argument strength and attitude toward the show) and processing style nor for resistance to persuasion and attitude change.

In summary, results indicate that masking of persuasive intent serves as an antecedent in the model, influencing the route to persuasion taken. Also, processing style is negatively related to processing amount and serves as a mediator in some situations.

Table 29

Results of Hypotheses Tests

a. Generalized Model with Resistance to Persuasion

HYPOTHESIS	ANTECEDENTS	PROCESSING	OUTCOMES	SUPPORT?
Moderating Effects of Motivation^a				
H5a(1)	Argument Strength	Amount		NO
H5a(2)	Attitude Toward Show	Amount		NO

b. Message Form-Specific Model (with Processing Style)

HYPOTHESIS	ANTECEDENTS	PROCESSING	OUTCOMES	SUPPORT?
Moderating Effects of Message Form: COMMERCIAL ^a				
H8a	Argument Strength > Attitude Toward Show	Style		NO
H8b	Message Argument: Commercial > Sponsorship Commercial > Product Placement	Style		NO
Moderating Effects of Message Form: PRODUCT PLACEMENT ^a				
H9a	Attitude Toward Show > Argument Strength	Style		NO
H9b	Attitude Toward Show: Product Placement > Commercial Product Placement > Sponsorship	Style		NO
Moderating Effects of Message Form: SPONSORSHIP ^a				
H10a	Argument Strength > Attitude Toward Show	Style		NO
H10b	Argument Strength: Sponsorship < Commercial Sponsorship > Product Placement	Style		NO
Moderating Effects of Message Form: RESISTANCE TO PERSUASION ^{a,b}				
H11	Message Form: Commercial > Product Placement		Resistance → Attitude Change (-)	NO

^a Tests of moderation hypotheses only relate to change in relationship, not directionality.

^b (+) or (-) relates to directionality of the hypothesis.

TABLE 29, continued

**c. Generalized Model with Resistance to Persuasion
and Masking of Persuasive Intent**

HYPOTHESIS	ANTECEDENTS	PROCESSING	OUTCOMES	SUPPORT?
Confirming Message Form as Manipulation of Masking				
H1a	Message Form: Commercial (Masked)			YES
H1b	Message Form: Sponsorship (Partially Masked)			NO
H1c	Message Form: Product Placement (Unmasked)			YES
Confirming Existing Relationships in Persuasion Model ^a				
H2		Amount (+)	Attitude Change	YES
H3a	Argument Strength (+)	Amount		YES
H3b	Attitude Toward Show (+)	Amount		YES
H4a	Argument Strength (+)	Style		YES
H4b	Attitude Toward Show (-)	Style		YES
Adding Resistance to Persuasion to the Persuasion Model ^a				
H6a		Amount (+)	Resistance	NO
H6b		Style (+)	Resistance	YES
H6c			Resistance → Attitude Change (-)	NO
Incorporating Masking in the Persuasion Model ^a				
H7	Masking (-)	Style		YES

^a (+) or (-) relates to directionality of the hypothesis.

CHAPTER 5: SUMMARY AND CONCLUSION

In this chapter, empirical findings are summarized, theoretical and managerial implications are discussed, limitations are identified, and opportunities for future research are presented. Finally, conclusions are drawn as to the overall contribution of this research.

SUMMARY

A summary of the results of the hypotheses tests is presented in Table 29. This section summarizes the empirical findings categorized by types of relationships and considers the implications of those findings.

Existing Relationships

The model presented in Figure 1 pictorially represents the moderated mediation of persuasion presented in the literature. To review, message argument and peripheral cues impact attitude change through two routes to persuasion. One route requires more mental effort than the other. The level of motivation of the message recipient impacts the route that will be taken. Greater motivation results in greater elaboration of issue-relevant information, so processing occurs through the route involving greater mental effort. The advantage to processing through this route is that the resulting attitude change may be more enduring than if it had been processed through the other route to persuasion.

The contribution of this research to the existing model is to include the new construct of masking of persuasive intent initially as an antecedent and later as a moderator (message form) of the model. Resistance to persuasion is also included as a relevant persuasion outcome when examining nontraditional message forms. First, the success in representing the relationships in the existing model with the addition of these

two new constructs is discussed. That success was in part attributed to the two new processing measures that were developed to capture different aspects of processing. Second, the constructs of masking of persuasive intent and resistance to persuasion are examined for their contributions to the persuasion model in terms of the varying message forms widely used today.

Mediating Processes and Attitude Change

One contribution of this study is the creation of two constructs to represent dimensions of the mediating processes of affective and cognitive processing. Processing amount captures the total amount of processing regardless of the type of processing, while processing style indicates the predominant type of processing that is occurring, whether it is more cognitive or more affective. Results indicated that the amount of processing results in attitude change. These findings are congruent with the ELM that proposes two routes to persuasion, a central route (cognitive processes) and a peripheral route (affective processes), both of which are proposed to lead to a change in attitude toward the brand. With these two constructs, this research is able to provide empirical support to the hypothesis that it is the amount of processing that affects the extent of attitude change, regardless of whether it is cognitive or affective processing, however processing style does impact that amount of processing that occurs.

Antecedents and Mediating Processes

The relationships between the antecedents of message argument strength and attitude toward the show with the mediating processes were also tested. Results indicated that both antecedents increased processing amount. Further, the results indicated that the antecedents are in line with what the ELM proposes regarding which mediating process

(cognitive or affective) is triggered. The element of message argument strength activated more cognitive processing relative to affective processing, while the element of attitude toward the show activated more affective processing relative to cognitive processing. These findings reiterate ELM's basic premise that there are two routes to persuasion. One route is more cognitively dominated and focused on issue-relevant arguments (message argument strength) while the other route is more affectively dominated and focused on peripheral cues (attitude toward the show).

Motivation

The persuasion literature posits that motivation moderates the process model, increasing argument scrutiny and decreasing attention to peripheral cues when motivation is high. In the interest of nomological validity of the modified model (including resistance to persuasion) this study attempted to replicate the moderating effects, albeit unsuccessfully. However, the construct scores of message argument strength and attitude toward the show were higher for higher levels of motivation, supporting the premise of the theory. Once the moderating effects of the motivation were addressed, it could be controlled in the message form-specific model analyses.

Resistance to Persuasion

One of the primary objectives of this study was to introduce the role of resistance to persuasion and its relationship to masking of persuasive intent. In doing so, several interesting results were revealed. The first to be discussed involves the seemingly incongruent finding relating processing amount and resistance to persuasion. After that issue is examined, the predicted finding related to processing style and resistance to

persuasion is addressed. Last, the relationship between resistance to persuasion and attitude change is examined.

Processing Amount and Resistance to Persuasion

When introduced into the persuasion model as a mediating factor between the processing measures and attitude change, findings indicated that a greater processing amount results in less resistance to persuasion, contrary to what was predicted. One possible explanation for this result is that participants did not perceive the message forms presented as manipulative, contrary to general thought and practice. Post hoc analysis (ANOVA) showed the three types of message forms (commercial, sponsorship, and product placement) to be equally familiar to the respondents. Since they were already familiar with these message forms, these marketing tactics may not have been perceived as unfair or manipulative. Additional post hoc (ANOVA) findings of their attitude toward the message forms support this premise. Although there was a significant difference ($F = 3.73$, $\text{sig.} = 0.03$) on respondents' attitude toward the message forms, a mean plot showed that this was only because they were indifferent to the sponsorship message form. The mean profiles demonstrated that respondents liked the commercial and product placement message forms equally (and more than the sponsorship message form). Therefore, the recipients' persuasion knowledge may not have been utilized when determining a coping strategy (Friestad and Wright 1994).

According to the PKM (Friestad and Wright 1994), targets that are aware of the persuasion tactic will depend upon their personal goals, their agent knowledge, and/or their topic knowledge. The respondents had a limited knowledge of credit cards (mean = 4.91), so their topic knowledge was not very strong. They also had a low knowledge

about the American Express brand (mean = 2.82), so their agent knowledge was also weak. Therefore, they most likely depended on their personal goals in determining their coping response.

Campbell (1995) identified three constructs that mediated the inference of manipulative intent, including personal benefits, personal investments and advertiser investments. She determined that if these constructs were not in balance, they would lead the message recipient to infer manipulative intent. Therefore, the recipients in this study may have determined that the personal benefits they gained from the brand message (information, entertainment, amusement) and their personal investments were at least in balance with the brand's investment so as not to infer manipulative intent, but perhaps even greater, to have achieved a reduction in resistance to persuasion.

Processing Style and Resistance to Persuasion

A second major finding was that processing style influences resistance to persuasion. The more cognitive processing engaged relative to affective processing results in greater resistance to persuasion. This is congruent with the resistance to persuasion literature that indicates an increase in counterarguments (cognitive processing) increases resistance to persuasion.

Resistance to Persuasion as Related to Attitude Change

Resistance to persuasion also was found to have a significant, positive relationship with attitude change. High resistance to persuasion results in the recipients significantly changing their attitude toward the brand, although the valence of that change is unknown. Campbell's (1995) work suggests that inferences of manipulative intent (the

measure used for resistance to persuasion) lead to lower persuasion as measured by brand attitudes. However, further research addressing the valence of attitude change is needed.

Masking and Message Form

The contribution of masking of persuasive intent was assessed by testing the construct in two different roles in the model – as an antecedent (masking) and as a moderator (message form). As will be seen in the results discussed below, the role of masking of persuasive intent was significant but in sometimes unanticipated ways.

Masking as an Antecedent

The generalized model (Figure 1) tested masking as an antecedent. As confirmation of the primary research objective, masking was determined to make a significant contribution to the model. The primary purpose was to act in combination with the other two antecedents (message argument strength and attitude toward the show) and influence the route to persuasion that was utilized. Results indicated that the more masked the persuasive message was (product placement), the less cognitive processing was involved relative to affective processing. Findings indicate that there is a variation in how different message forms are processed, translating into a possible variation in the endurance of certain message forms compared to others. For example, a commercial is low in masking, so it will be processed more cognitively and may result in more enduring attitude change. On the other hand, a product placement is high in masking, will be processed more affectively, and may result in more temporal attitude change.

The possible moderation effect of message form was also examined. A persuasion model was estimated for each message form to examine what was happening, both within each message form and across the message forms.

Message Form as a Moderator

The message form-specific models (Figure 2) tested message form as a moderator of the persuasion model. First, the relationships of the antecedents (message argument strength and attitude toward the show) and the mediating processes (processing style and processing amount) were examined to determine the predominant relationship in each message form. Then the moderating effects were tested across message forms.

Antecedents and Processing Style. There was only one message form, product placement, with a significant difference between the relationships of the two antecedents with processing style. The impact of the type of processing is equivalent for the commercial message form. (Neither relationship was significant for the sponsorship message form.) For the product placement message form, message argument strength with processing style was determined to be the predominant relationship. This is contrary to what was hypothesized. However, the ELM is based on the likelihood that the recipient will elaborate on the issue-relevant information, so these results support that theory.

Thus, these findings demonstrate that for the traditional unmasked message form of commercials, each processing style (message argument strength and attitude toward the show) is equally important. However, for the nontraditional masked form of product placement, the strength of the argument is more important relative to the peripheral cues. As such, when a practitioner is considering using a nontraditional, masked message form, consideration should be given to the strength of the embedded persuasion message.

Antecedents and Processing Amount. Additionally, post hoc analysis revealed that all three message forms (commercial, sponsorship, and product placement) resulted in significant differences between the relationships of the two antecedents (message argument strength and attitude toward the show) with processing amount. Further, message argument strength with processing amount is the predominant relationship in each of the message forms tested. Again, this is in line with the premise of the ELM in that increased processing is tied into the increased likelihood of elaboration. For any message form utilized, it is the strength of the persuasion message argument that determines the amount of processing that occurs. For the practitioner, these findings reiterate the importance of a strong persuasive message argument.

Moderating Effect. Additional analysis indicated that message form does not moderate the model. These findings indicate that the message form in which the message is presented does not affect the direction or magnitude of the internal mechanisms of persuasion. Regardless of the message form utilized in marketing communication, the general message processing and attitude formation framework remains constant.

Summary

To summarize, this study was able to represent the relationships in the traditional persuasion model with the addition of the masking and resistance to persuasion constructs. The two processing measures created, processing amount and processing style, capture different aspects of the mediating process and provide a deeper understanding of the internal mechanisms of the persuasion process. Resistance to persuasion makes an important contribution to the model when examining nontraditional message forms as a mediating construct to attitude change, as does masking as a

contributing element of determining processing style. Further support for the ELM is provided through the findings that message form, whether traditional or nontraditional/hybrid, does not alter the existing relationships in the persuasion framework.

THEORETICAL AND MANAGERIAL IMPLICATIONS

The results of this research support the idea that masking of persuasive intent is inherent in all message forms, both traditional and nontraditional/hybrid. The implications of this new construct can be considered from both a theoretical and managerial perspective.

Theoretical Implications

Masking of persuasive intent impacts the predominant processing route taken to persuasion, be it more cognitive or affective. Therefore, masking of persuasive intent should be considered in future models of persuasion. The ELM proposes that how a persuasive message is processed is important because it may impact the endurance of the attitude change. A cognitively processed message may result in more persistent attitude change, whereas attitude change in messages processed less cognitively and more affectively may be more temporal.

The new processing measures, processing style and processing amount, provide a unique perspective on the inner workings of persuasion, as well as how to achieve the most effective persuasion. Both message argument and peripheral cues impact processing amount directly and indirectly through processing style. Masking also impacts processing style. Processing style mediates the relationship between processing amount and attitude toward the show. More cognitive processing results in greater

resistance to persuasion, which reduces attitude change. Greater cognitive processing can also reduce processing amount (or greater affective processing can increase the amount of processing). Lower processing amount reduces attitude change directly or is mediated through resistance to persuasion by increasing resistance and impacting attitude change. Thus, processing style (particularly cognitive processing) has an indirect impact on attitude change. Consequently, masking is an important contribution to the persuasion framework because it is one of the elements that determine the processing style utilized.

Two interesting results are worth further mention. Contrary to what was hypothesized, greater processing amount decreased resistance to persuasion. A low resistance to persuasion is desired because of its possible negative impact on attitude change. Persuasion literature indicates that an awareness of the persuasive intent of the message gives the message recipient an opportunity to generate counterarguments and increases the likelihood of resisting persuasion. This is supported by the positive relationship between processing style and resistance to persuasion. However, the inference of manipulative intent was used to measure resistance to persuasion, indicating that the message recipient has to perceive the intent of the message sender to be unfair or manipulative. Perhaps a greater amount of processing increases the knowledge of the message recipient about the persuasive intent to a point at which it is considered an acceptable persuasive attempt.

The second noteworthy result is the negative relationship between processing style and processing amount indicating either higher levels of cognitive processing relative to affective processing actually decreases processing amount, or that lower levels of affective processing relative to cognitive processing decreases processing amount.

Perhaps when the processing style is more cognitive, the message recipient is satisfied with considering the message argument and forming an attitude, without the need for additional processing. Another interpretation may be a decrease in affective processing relative to cognitive processing results in a decrease in total processing engaged (processing amount). Perhaps there is a need to experience some emotional connection to stimulate greater amounts of processing. Regardless, these findings emphasize that both processing dimensions are instrumental in effective persuasion.

Managerial Implications

As with all marketing decisions, the goal of the marketing communication should be considered in determining which message form to use. Goals may differ based on whether the brand would benefit from an attitude change (e.g., Oil of Olay changed its name to Olay to target younger rather than older women) or if the brand is well-known and well-liked and just wants to remind consumers of its presence in the marketplace (e.g., nostalgic holiday Coca-Cola advertisements). Results indicate that comparing message argument and peripheral cues presented in a persuasive message, the message argument is the more influential element. In addition to consideration of these two traditional persuasion elements, managers need to consider the message form used to deliver the persuasive message as it impacts message processing and attitude formation. For a goal of creating enduring attitude change, it is probably more beneficial that the persuasive message should be processed more cognitively than affectively.

Findings demonstrate that the commercial message form (unmasked) results in higher cognitive processing relative to affective processing, which may help to accomplish this goal. For a goal of brand awareness, the better strategy is to reduce

cognitive processes in an effort to avoid resistance to persuasion. This is accomplished with a message form that is more masked, such as product placement. The same result can be accomplished by commercials that contain more affective elements than issue-relevant information.

LIMITATIONS AND OPPORTUNITIES FOR FUTURE RESEARCH

The limitations of this research provide opportunities for future research. While students are appropriate for this type of study due to their experience with various marketing techniques and executions, the use of students majoring in business may have dampened the impact of the results as business students may be more aware of the issues involved than non-business majors. While this subject pool has provided a more rigorous test of the hypotheses, research may benefit from including a variety of subjects in the future.

The selection of the sponsorship message form did not provide an opportunity to view the varying affect of a range of masking of persuasive intent as intended. The use of different, newer types of nontraditional/hybrid message forms may represent various levels of masking of persuasive intent not captured in this study. As an example, brands are now being placed in computer and video games, a practice that is deemed effective (Nelson 2002). Exposing naïve subjects to new, unfamiliar marketing tactics may provide interesting results.

For future research in the area of product placement, different types of television shows may also be considered. A reality television show was selected for this research because this type of programming uses product placement heavily. Other types of shows,

such as sitcoms, news programs, and game shows, may produce different results. Variability in the attitude toward the show should also be considered.

Further, methodological issues in developing future stimuli for product placement need to be considered. There is a need to ensure that product placement is represented as realistically as possible. One issue to consider is that presentation and number of exposures of the brand must be similar to that experienced in regular programming. Showing several episodes of the program over time, presenting one entire 30-minute episode, or duplicating the repeated exposure in an edited version of the program in a ratio that is equivalent to regular programming may accomplish this. This would make the proportions of brand message exposure more realistic and may reap better results. This research would also benefit from including a protocol analysis (open-ended questions) to capture valence of thoughts.

Lastly, this research was conducted at one point in time. This topic would also benefit from a longitudinal study to test for a change in attitude resulting from subjects becoming more familiar with new, nontraditional/hybrid message forms. Also, a test of the resulting endurance of the attitude change would be useful. Future research may also examine the contribution of message form to attitude change endurance.

CONCLUSIONS

In the introduction of this paper, three major issues that arose out of the infusion of nontraditional approaches into marketing communication were identified. Nontraditional approaches have been incorporated into the traditional persuasion literature by considering the element of message form beyond traditional advertising. A new construct, the masking of persuasive intent, has been introduced to capture the

difference between the nontraditional and traditional message forms. Lastly, the measure of resistance to persuasion has been included in the persuasion model when examining nontraditional message forms.

Findings have shown that masking of persuasive intent does affect how a persuasive message is processed. Masking operates as an antecedent in the model, but message form does not operate as a moderator to the model. The more masked the message form is (i.e., product placement), the less cognitive processing occurs relative to affective processing. This is important because messages that are more cognitively processed may have more enduring attitude change. Marketing managers need to consider the goal of their marketing communication before selecting a message form.

Resistance to persuasion also plays a role in the persuasion model. A greater amount of processing was shown to reduce resistance to persuasion, whereas a more cognitive relative to affective processing style was shown to increase resistance to persuasion. In turn, resistance to persuasion was shown to increase attitude change, although the direction of that change is unknown.

In conclusion, masking of persuasive intent impacts how a persuasive message is processed and the resulting attitude change. Both traditional and nontraditional message forms can be used to effectively deliver a persuasive message. The goal of the marketing manager needs to be considered in determining the most effective message form. While the commercial message form continues to be an effective form of marketing communication, the product placement message form also proves to also be an effective form of persuasion. Thus, product placement has the same benefits as a commercial but

captures a larger number of people watching the program than commercials that people often choose not to watch.

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APPENDIX A: THE PROPOSED MODEL (EARLIER STAGE) PRE-TEST

CONSENT FORM

The Department of Marketing supports the practice of protection for individuals participating in research. I understand that my participation is completely voluntary and that I may withdraw from the study at anytime. I also understand that if I withdraw or fail to participate in any part of the study, I will not receive the points for my marketing course.

Be assured that your name will not be associated in any way with the research findings. All of your actions will be confidential. Please indicate your understanding of the above information and your agreement to participate voluntarily by signing in the space provided below. This cover sheet will not be placed with your completed questionnaire, so that your name cannot be connected to your answers and confidentiality is ensured.

I am aware of the following points:

- 1) I will not face any significant discomforts or stresses. My participation involves no risk.
- 2) The results of my participation are confidential and will not be released in any individually identifiable form. All data sheets will be coded by number, thus preserving anonymity.
- 3) The individual administering the survey will answer any further questions I may have about the study.

Signature of student subject

Date

Student subject's name printed

Professor of course in which student
is receiving credit

Thank you for participating in this study!

Study A Overview:

In this study, you will be asked to view a video segment and respond to various questions. The video segment is a composite of various excerpts taken from regular television programming. You will be asked questions about everything you saw in the video segment.

All of your answers will be kept strictly confidential, and you will not be identified in any way. The information that you provide will be combined with that of other participants to derive general conclusions.

Last 4 digits of SSN/ID #: _____

Section I. First, we would like to know how relevant various types of products and services are to you personally. For each product category, indicate how important buying/using the right brand is for you by placing an “X” in the space you believe is most appropriate.

1. Auction website	a. Unimportant to me	_____	_____	_____	_____	_____	_____	_____	Important to me
	b. Irrelevant to me	_____	_____	_____	_____	_____	_____	_____	Relevant to me
	c. Doesn't impact my lifestyle	_____	_____	_____	_____	_____	_____	_____	Greatly impacts my lifestyle
	d. Not a part of my "day-to-day" routine	_____	_____	_____	_____	_____	_____	_____	A large part of my "day-to-day" routine
2. Automobile	a. Unimportant to me	_____	_____	_____	_____	_____	_____	_____	Important to me
	b. Irrelevant to me	_____	_____	_____	_____	_____	_____	_____	Relevant to me
	c. Doesn't impact my lifestyle	_____	_____	_____	_____	_____	_____	_____	Greatly impacts my lifestyle
	d. Not a part of my "day-to-day" routine	_____	_____	_____	_____	_____	_____	_____	A large part of my "day-to-day" routine
3. Beer	a. Unimportant to me	_____	_____	_____	_____	_____	_____	_____	Important to me
	b. Irrelevant to me	_____	_____	_____	_____	_____	_____	_____	Relevant to me
	c. Doesn't impact my lifestyle	_____	_____	_____	_____	_____	_____	_____	Greatly impacts my lifestyle
	d. Not a part of my "day-to-day" routine	_____	_____	_____	_____	_____	_____	_____	A large part of my "day-to-day" routine
4. Candy	a. Unimportant to me	_____	_____	_____	_____	_____	_____	_____	Important to me
	b. Irrelevant to me	_____	_____	_____	_____	_____	_____	_____	Relevant to me
	c. Doesn't impact my lifestyle	_____	_____	_____	_____	_____	_____	_____	Greatly impacts my lifestyle
	d. Not a part of my "day-to-day" routine	_____	_____	_____	_____	_____	_____	_____	A large part of my "day-to-day" routine
5. Credit card	a. Unimportant to me	_____	_____	_____	_____	_____	_____	_____	Important to me
	b. Irrelevant to me	_____	_____	_____	_____	_____	_____	_____	Relevant to me
	c. Doesn't impact my lifestyle	_____	_____	_____	_____	_____	_____	_____	Greatly impacts my lifestyle
	d. Not a part of my "day-to-day" routine	_____	_____	_____	_____	_____	_____	_____	A large part of my "day-to-day" routine

Section II. Now we would like to know your impressions of specific products and services. For each brand listed, indicate your attitude toward that brand by placing an “X” in the space you believe is most appropriate.

1. American Express	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
2. Bud Light	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
3. Coors Light	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
4. eBay	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
5. Miller Lite	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
6. Mitsubishi Endeavor	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
7. Nissan Pathfinder	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
8. Reisen	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive

Section III. Instructions.

A new type of television program called a “reality show” has become increasingly popular in recent years. Reality shows differ from traditional programming in that ‘real’ people are used rather than actors playing characters. These people are placed in a real-life situation that is pre-arranged and controlled by the producer of the show. Then, cameras follow them as they make their way through this situation, capturing their feelings and reactions to the events that unfold.

You are about to view a video segment that contains an excerpt from *The Restaurant*. This reality show is about a successful young chef, Rocco DiSpirito, who wants to open his own restaurant that is true to his Italian heritage. He partners with financier Jeffrey Chodorow to open *Rocco’s on 22nd* in New York City. The cameras follow Rocco, his partner, and his staff as they open this restaurant from scratch and try to make it successful.

We are interested in your impression of reality shows. The following video segment is arranged in a way that is similar to how it would appear on television. Please view the video segment and answer the questions that follow.

Prepare to view the video segment.



Do not go on to the next page until after viewing the video segment.

Section IV. We would now like to know what you think about the new type of television program called a “reality show.” Please give us your opinion to the following statements by placing an “X” in the space you believe is most appropriate.

	Strongly Disagree						Strongly Agree
1. Reality shows are entertaining.	_____	_____	_____	_____	_____	_____	_____
2. Reality shows do not depict situations that happen in real life.	_____	_____	_____	_____	_____	_____	_____
3. I like reality shows more than traditional television programs.	_____	_____	_____	_____	_____	_____	_____
4. I would like to see more reality shows.	_____	_____	_____	_____	_____	_____	_____
5. I like the reality show called <i>The Restaurant</i> .	_____	_____	_____	_____	_____	_____	_____
6. I have seen <i>The Restaurant</i> before today.	_____	_____	_____	_____	_____	_____	_____

Section V. Now, in the space provided below, please write down all of the brand names you recall seeing in the video segment.

Section VI: These questions concern what you thought and felt about the video segment you just viewed. Please read each question carefully. For each question, place an "X" in the space you believe most appropriately reflects your opinion.

1. Do you remember ever seeing this video segment before today?

Not familiar at all _____ Very familiar
with the video segment _____ with the video segment

2. Indicate which brand(s) you saw in the video segment. (Mark all that apply.)

American Express _____
Miller Lite _____
Reisen _____
Coors Light _____
Nissan Pathfinder _____
eBay _____
Mitsubishi Endeavor _____
Bud Light _____

3. Did the video segment as a whole make you feel ...?

Not active	_____	Extremely active
Not excited	_____	Extremely excited
Not stimulated	_____	Highly Stimulated
Not lively	_____	Extremely lively
Not activated	_____	Extremely activated

4. Did the video segment make you feel...

	Not at all					Very Much
a. ...happy?	_____	_____	_____	_____	_____	_____
b. ...good?	_____	_____	_____	_____	_____	_____
c. ...interest?	_____	_____	_____	_____	_____	_____
d. ...hopeful?	_____	_____	_____	_____	_____	_____
e. ...proud?	_____	_____	_____	_____	_____	_____
f. ...sad?	_____	_____	_____	_____	_____	_____

5. Did the video segment make you think...

	Not at all					Very Much
a. ...of real differences between the brand and its competitors?	_____	_____	_____	_____	_____	_____
b. ...of reasons for the brand's superiority?	_____	_____	_____	_____	_____	_____
c. ...of the pros and cons of the brand?	_____	_____	_____	_____	_____	_____
d. ...of arguments for using or not using the brand?	_____	_____	_____	_____	_____	_____
e. ...of facts about the brand?	_____	_____	_____	_____	_____	_____

Section VII: Now we are going to focus on what you thought about the appearance of the Mitsubishi Endeavor brand in the video segment. For each question, place an “X” in the space you believe most appropriately reflects your opinion.

1. The appearance/portrayal of the Mitsubishi Endeavor in this video segment is:

Concealed	_____	_____	_____	_____	_____	_____	Obvious
Masked	_____	_____	_____	_____	_____	_____	Unmasked
Unnoticeable	_____	_____	_____	_____	_____	_____	Noticeable
Inconspicuous	_____	_____	_____	_____	_____	_____	Conspicuous
Subtle	_____	_____	_____	_____	_____	_____	Prominent
Unapparent	_____	_____	_____	_____	_____	_____	Apparent
Hidden	_____	_____	_____	_____	_____	_____	Evident

2. The presence of the Mitsubishi Endeavor in the video segment...:

	Strongly Disagree	_____	_____	_____	_____	_____	Strongly Agree
a. ...adds realism to the program.		_____	_____	_____	_____	_____	
b. ...effectively promotes the Mitsubishi brand.		_____	_____	_____	_____	_____	
c. ...lends an air of authenticity to the program.		_____	_____	_____	_____	_____	
d. ...persuades me to consider the Mitsubishi brand.		_____	_____	_____	_____	_____	
e. ...reminds me that this brand is out there.		_____	_____	_____	_____	_____	
f. ...makes the program more relevant to the target audience.		_____	_____	_____	_____	_____	

	Not at all	_____	_____	_____	_____	_____	Very Much
3. Was the video segment believable?		_____	_____	_____	_____	_____	
4. Was the video segment personally important?		_____	_____	_____	_____	_____	
5. Did the video segment show the product has advantages?		_____	_____	_____	_____	_____	
6. Did the video segment show what a really good product of this type should do?		_____	_____	_____	_____	_____	
7. Did the video segment convince you that the product is one you need or could use?		_____	_____	_____	_____	_____	
8. Did the video segment arouse appreciation of its quality and cleverness?		_____	_____	_____	_____	_____	
9. Did the video segment make you feel happy?		_____	_____	_____	_____	_____	
10. Did the video segment provide comfort?		_____	_____	_____	_____	_____	
11. Did the video segment provide enjoyment?		_____	_____	_____	_____	_____	
12. Did the video segment provide entertainment?		_____	_____	_____	_____	_____	
13. Did the video segment provide excitement?		_____	_____	_____	_____	_____	
14. Did you feel drawn into the video segment?		_____	_____	_____	_____	_____	
15. Did the actions depicted seem authentic?		_____	_____	_____	_____	_____	
16. Did the video segment portray feelings you could relate to?		_____	_____	_____	_____	_____	
17. Did the video segment make you want to join in the action?		_____	_____	_____	_____	_____	
18. Rate what your inclination was to argue back to the video segment.		_____	_____	_____	_____	_____	
19. Did you think of reasons not to use the product while viewing the video segment?		_____	_____	_____	_____	_____	

20. The video segment
made me...

Think _____ Feel

21. My reaction to the
video segment
was more...

Thought _____ Emotional
Provoking

22. The video segment
was more ...

Informational _____ Entertaining

23. While watching
the video segment,
what were you
focusing more on...?

Content _____ How it made me feel

Section VIII: General questions. For each question, place an “X” in the space you believe most appropriately reflects your opinion.

1. How familiar are you with the product category of automobiles?

Not familiar at all _____ Very familiar

2. How familiar are you with the Mitsubishi Endeavor brand?

Not familiar at all _____ Very familiar

3. Age: _____

4. Gender: Male _____ Female _____

Thank you again for your participation!

APPENDIX B: DETERMINING MODERATOR STIMULI PRE-TEST

CONSENT FORM

The Department of Marketing supports the practice of protection for individuals participating in research. I understand that my participation is completely voluntary and that I may withdraw from the study at anytime. I also understand that if I withdraw or fail to participate in any part of the study, I will not receive the points for my marketing course.

Be assured that your name will not be associated in any way with the research findings. All of your actions will be confidential. Please indicate your understanding of the above information and your agreement to participate voluntarily by signing in the space provided below. This cover sheet will not be placed with your completed questionnaire, so that your name cannot be connected to your answers and confidentiality is ensured.

I am aware of the following points:

- 1) I will not face any significant discomforts or stresses. My participation involves no risk.
- 2) The results of my participation are confidential and will not be released in any individually identifiable form. All data sheets will be coded by number, thus preserving anonymity.
- 3) The individual administering the survey will answer any further questions I may have about the study.

Signature of student subject

Date

Student subject's name printed

Professor of course in which student
is receiving credit

Thank you for participating in this study!

Study B Overview:

In this study, you will be asked to view a video segment and respond to various questions. The video segment is a composite of various excerpts taken from regular television programming. You will be asked questions about everything you saw in the video segment.

All of your answers will be kept strictly confidential, and you will not be identified in any way. The information that you provide will be combined with that of other participants to derive general conclusions.

Last 4 digits of SSN/ID #: _____

INSTRUCTIONS

We are interested in your impression of the television series, *The Restaurant*, as a successful “reality show.” *The Restaurant* is shown on Tuesdays 9/8 p.m. on the Bravo network.

About The Restaurant

The second season of *The Restaurant* will pick up six months after the first season finale as viewers will discover what happened to Rocco and his restaurant, “Rocco’s on 22nd”, after the frenetic and emotional opening. A major storyline running throughout the six episodes will be the real-life dramatic conflict between Rocco and his financier Jeffrey Chodorow (China Grill Management) as Chodorow seizes control of the restaurant, accusing Rocco and his staff of financial mismanagement.

Rocco will encounter these and other pitfalls throughout the series and we will see if he can rise to the occasion and turn things back in his favor. This begins with a major focus on improving the quality of the food and the hiring of a new chef, a colleague of Rocco’s from Italy. We will also meet the new staff members as they work alongside returning staff, including, everyone’s favorite, Mama DiSpirito, General Manager Laurent, Captains Uzay and Emily, Waiters Carrie and Al, and Chef Tony. Plus, *The Restaurant* will star, once again, the city of New York and all the colorful patrons who came to eat at “Rocco’s on 22nd” during filming.

You are about to be shown a short video segment that includes an excerpt from the television program *The Restaurant*. The following video segment is arranged in a way that is similar to how it would appear on television. All we would like you to do is to look at the video segment as if you were seeing it on your television at home.

You will be asked questions about the brands appearing in the video segment after viewing.



Do not go on to the next page until after viewing the video segment.

Section I. We would now like to know what you think about the “reality show” called *The Restaurant*. Please give us your opinion to the following statements by placing an “X” in the space you believe is most appropriate.

	Strongly Disagree						Strongly Agree
1. I enjoyed watching <i>The Restaurant</i> .	_____	_____	_____	_____	_____	_____	_____
2. I would watch <i>The Restaurant</i> again.	_____	_____	_____	_____	_____	_____	_____
3. I like the reality show called <i>The Restaurant</i> .	_____	_____	_____	_____	_____	_____	_____
4. The main characters on <i>The Restaurant</i> are interesting.	_____	_____	_____	_____	_____	_____	_____
5. I am not interested in the main storyline of <i>The Restaurant</i> .	_____	_____	_____	_____	_____	_____	_____
6. I think the Bravo network should consider filming a third season of <i>The Restaurant</i> .	_____	_____	_____	_____	_____	_____	_____

Section II. In the space provided below, please write down all of the brand names you recall seeing in the video segment.

Section III: These questions concern the video segment you just viewed. Please read each question carefully. For each question, place an “X” in the space you believe most appropriately reflects your opinion.

1. Indicate which brand(s) you saw in the video segment. (Mark all that apply.)

American Express	_____
Miller Lite	_____
Reisen	_____
Coors Light	_____
Nissan Pathfinder	_____
eBay	_____
Mitsubishi Endeavor	_____
Bud Light	_____

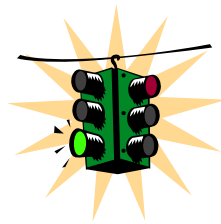
2. Did the video segment as a whole make you feel ...?

Not active	_____	_____	_____	_____	_____	_____	_____	Extremely active
Not excited	_____	_____	_____	_____	_____	_____	_____	Extremely excited
Not stimulated	_____	_____	_____	_____	_____	_____	_____	Stimulated
Not lively	_____	_____	_____	_____	_____	_____	_____	Extremely lively
Not activated	_____	_____	_____	_____	_____	_____	_____	Extremely activated

Please read the scenario below and imagine yourself in this situation while answering the questions that follow.

SCENARIO

For months you have been working hard to get fit so you can look “hot” in your swimsuit this summer. After exercising five days a week and following a low calorie diet, you look great – and just in time! You have been invited to a pool party with some of your best friends. The invitation said “BYOB – Bring Your Own Beer”, so you need to buy some beer to drink at the party. Of course you want a beer that tastes good, but you also want to stay fit and are concerned about counting calories.

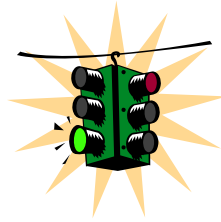


Keeping the above scenario in mind,
you may turn the page and complete the questionnaire.

Please read the scenario below and imagine yourself in this situation while answering the questions that follow.

SCENARIO

For months you have been working hard to get fit so you can look “hot” in your swimsuit this summer. After exercising five days a week and following a low calorie diet, you look great – and just in time! You have been invited to a pool party with some of your best friends. Everyone is bringing something to the party and you have been put in charge of bringing the beer. You want everyone who drinks the beer, including yourself, to have a great time at the party. Everyone is counting on you, so you want to buy a beer that is popular with everyone to get the party started!



Keeping the above scenario in mind,
you may turn the page and complete the questionnaire.

Section IV. For each brand listed, indicate your attitude toward that brand by placing an “X” in the space you believe is most appropriate.

1. American Express	a.	Bad	_____	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	_____	Positive
2. Bud Light	a.	Bad	_____	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	_____	Positive
3. Coors Light	a.	Bad	_____	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	_____	Positive
4. eBay	a.	Bad	_____	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	_____	Positive
5. Miller Lite	a.	Bad	_____	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	_____	Positive
6. Mitsubishi Endeavor	a.	Bad	_____	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	_____	Positive
7. Nissan Pathfinder	a.	Bad	_____	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	_____	Positive
8. Reisen	a.	Bad	_____	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	_____	Positive

Section VI: We are now going to focus on the persuasive intent of Coors Light. Please read each question carefully. For each question, place an “X” in the space you believe most appropriately reflects your opinion.

	Completely Disagree						Completely Agree
1. The way Coors Light tries to persuade people seems acceptable to me.	_____	_____	_____	_____	_____	_____	_____
2. Coors Light tried to manipulate the audience in ways that I don't like.	_____	_____	_____	_____	_____	_____	_____
3. I was annoyed because Coors Light seemed to be trying to inappropriately manage or control the consumer audience.	_____	_____	_____	_____	_____	_____	_____
4. I didn't mind because Coors Light tried to be persuasive without being excessively manipulative.	_____	_____	_____	_____	_____	_____	_____
5. Coors Light was fair in what was said and shown.	_____	_____	_____	_____	_____	_____	_____

	Unfair						Fair
6. I think that Coors Light is...	_____	_____	_____	_____	_____	_____	_____

7. My attitude toward the Coors Light brand is:

Bad	_____	_____	_____	_____	_____	_____	Good
Unpleasant	_____	_____	_____	_____	_____	_____	Pleasant
Low quality	_____	_____	_____	_____	_____	_____	High quality
Dislikable	_____	_____	_____	_____	_____	_____	Likable

8. If you were to buy beer in the future, how likely are you to choose Coors Light?

Extremely unlikely	_____	_____	_____	_____	_____	_____	Extremely likely
--------------------	-------	-------	-------	-------	-------	-------	------------------

9. My attitude toward the video segment is:

Bad	_____	_____	_____	_____	_____	_____	Good
Unpleasant	_____	_____	_____	_____	_____	_____	Pleasant
Awful	_____	_____	_____	_____	_____	_____	Nice

Section VII: General questions. Please read each question carefully. For each question, place an “X” in the space you believe most appropriately reflects your opinion.

1. While watching the video segment, how much attention did you give to the brands that appeared in the video segment?

Not at all _____ Very Much

2. How familiar are you with beer?

Not familiar at all _____ Very familiar

3. How familiar are you with Coors Light?

Not familiar at all _____ Very familiar

4. How familiar are you with this video segment?

Not familiar at all _____ Very familiar

5. Age: _____

6. Gender: Male _____ Female _____

Thank you again for your participation!

APPENDIX C: DIMENSIONS OF MASKING PRE-TEST

CONSENT FORM

The Louisiana State University Department of Marketing supports the practice of protection for individuals participating in research. I understand that my participation is completely voluntary and that I may withdraw from the study at anytime.

Be assured that your name will not be associated in any way with the research findings. All of your actions will be confidential. Please indicate your understanding of the above information and your agreement to participate voluntarily by signing in the space provided below. This cover sheet will not be placed with your completed questionnaire, so that your name cannot be connected to your answers and confidentiality is ensured.

I am aware of the following points:

- 1) I will not face any significant discomforts or stresses. My participation involves no risk.
- 2) The results of my participation are confidential and will not be released in any individually identifiable form. All data sheets will be coded by number, thus preserving anonymity.
- 3) The individual administering the survey will answer any further questions I may have about the study.

Signature of student subject

Date

Student subject's name printed

Professor of course in which student
is enrolled

Thank you for participating in this study!

Study Overview:

In this study, you will be asked to view a video segment and respond to various questions. The video segment is a composite of various excerpts taken from regular television programming. You will be asked questions about everything you saw in the video segment. Once you have answered a question, please do not go back to previous questions – just move forward through the survey until it is complete.

All of your answers will be kept strictly confidential, and you will not be identified in any way. The information that you provide will be combined with that of other participants to derive general conclusions.

Last 4 digits of SSN/ID #: _____

Section I. Instructions.

A new type of television program called a “reality show” has become increasingly popular in recent years. Reality shows differ from traditional programming in that ‘real’ people are used rather than actors playing characters. These people are placed in a real-life situation that is pre-arranged and controlled by the producer of the show. Then, cameras follow them as they make their way through this situation, capturing their feelings and reactions to the events that unfold.

You are about to view a video segment that contains an excerpt from *The Restaurant*. This reality show is about a successful young chef, Rocco DiSpirito, who wants to open his own restaurant that is true to his Italian heritage. He partners with financier Jeffrey Chodorow to open *Rocco’s on 22nd* in New York City. The cameras follow Rocco, his partner, and his staff as they open this restaurant from scratch and try to make it successful.

We are interested in your impression of reality shows. The following video segment is arranged in a way that is similar to how it would appear on television. Please view the video segment and answer the questions that follow.

Prepare to view the video segment.



Do not go on to the next page until after viewing the video segment.

Section II. We would now like to know what you think about the new type of television program called a “reality show.” Please give us your opinion to the following statements by placing an “X” in the space you believe is most appropriate.

	Strongly Disagree						Strongly Agree
1. Reality shows are entertaining.	_____	_____	_____	_____	_____	_____	_____
2. Reality shows do not depict situations that happen in real life.	_____	_____	_____	_____	_____	_____	_____
3. I like reality shows more than traditional television programs.	_____	_____	_____	_____	_____	_____	_____
4. I would like to see more reality shows.	_____	_____	_____	_____	_____	_____	_____
5. I like the reality show called <i>The Restaurant</i> .	_____	_____	_____	_____	_____	_____	_____
6. I have seen <i>The Restaurant</i> before today.	_____	_____	_____	_____	_____	_____	_____

Section III. Please answer the following questions in the space provided below.

1. What is the purpose of the presence/appearance of the American Express brand in the clip of the show, *The Restaurant*, in the video segment you just viewed?

2. What is the purpose of the presence/appearance of the Coors Light brand sponsorship in the video segment you just viewed?

3. What is the purpose of the presence/appearance of the Reisen brand commercial in the video segment you just viewed?

Section IV. Please give us your opinion to each of the following statements by placing an “X” in the space you believe is most appropriate.

1. Please indicate why you think the producer of the show, *The Restaurant*, did each of the following:

	Add realism to the show	Gain exposure for the brand	Persuade me to buy the product/service
-- choose only one reason per line --			
a. Setting the show in New York City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Showing <i>American Express</i> cards and services being used on the show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Using a celebrity chef as the “star” of the show (rather than an unknown chef)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Having a product, <i>Coors Light</i> beer, that relates directly to the main storyline of the show as a sponsor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Using real people in the show (restaurant employees and patrons)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Advertising <i>Reisen</i> candy during the show’s commercial breaks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Please indicate the impact that you think each of the following had on you as the consumer:

	Add realism to the show	Gain exposure for the brand	Persuade me to buy the product/service
-- choose only one reason per line --			
a. Setting the show in New York City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Showing <i>American Express</i> cards and services being used on the show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Using a celebrity chef as the “star” of the show (rather than an unknown chef)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Having a product, <i>Coors Light</i> beer, that relates directly to the main storyline of the show as a sponsor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Using real people in the show (restaurant employees and patrons)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Advertising <i>Reisen</i> candy during the show’s commercial breaks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Who placed the American Express brand in the show? (Choose one)

Producer of the show _____ American Express _____

4. Who pays for the presence of the American Express brand in the show? (Choose one)

The show pays the company _____ The company pays the show _____

Section V: Now we are going to focus on what you thought about the appearance of certain brands in the video segment. For each question, place an “X” in the space you believe most appropriately reflects your opinion.

AMERICAN EXPRESS

1. The appearance/portrayal of the American Express brand in this video segment is:

Concealed	_____	_____	_____	_____	_____	_____	Obvious
Masked	_____	_____	_____	_____	_____	_____	Unmasked
Unnoticeable	_____	_____	_____	_____	_____	_____	Noticeable
Inconspicuous	_____	_____	_____	_____	_____	_____	Conspicuous
Subtle	_____	_____	_____	_____	_____	_____	Prominent
Unapparent	_____	_____	_____	_____	_____	_____	Apparent
Hidden	_____	_____	_____	_____	_____	_____	Evident

2. The purpose of the American Express brand in the video segment is to...:

	Strongly Disagree						Strongly Agree
a. ...add realism to the program.	_____	_____	_____	_____	_____	_____	
b. ...promote the American Express brand.	_____	_____	_____	_____	_____	_____	
c. ...lend an air of authenticity to the program.	_____	_____	_____	_____	_____	_____	
d. ...persuade me to consider the American Express brand.	_____	_____	_____	_____	_____	_____	
e. ...remind me that this brand is out there.	_____	_____	_____	_____	_____	_____	
f. ...make the program more relevant to the target audience.	_____	_____	_____	_____	_____	_____	

COORS LIGHT

3. The appearance/portrayal of the Coors Light brand in this video segment is:

Concealed	_____	_____	_____	_____	_____	_____	Obvious
Masked	_____	_____	_____	_____	_____	_____	Unmasked
Unnoticeable	_____	_____	_____	_____	_____	_____	Noticeable
Inconspicuous	_____	_____	_____	_____	_____	_____	Conspicuous
Subtle	_____	_____	_____	_____	_____	_____	Prominent
Unapparent	_____	_____	_____	_____	_____	_____	Apparent
Hidden	_____	_____	_____	_____	_____	_____	Evident

4. The purpose of the Coors Light brand in the video segment is to...:

	Strongly Disagree						Strongly Agree
a. ...add realism to the program.	_____	_____	_____	_____	_____	_____	
b. ...promote the Coors Light brand.	_____	_____	_____	_____	_____	_____	
c. ...lend an air of authenticity to the program.	_____	_____	_____	_____	_____	_____	
d. ...persuade me to consider the Coors Light brand.	_____	_____	_____	_____	_____	_____	
e. ...remind me that this brand is out there.	_____	_____	_____	_____	_____	_____	
f. ...make the program more relevant to the target audience.	_____	_____	_____	_____	_____	_____	

REISEN

5. The appearance/portrayal of the Reisen brand in this video segment is:

Concealed	_____	_____	_____	_____	_____	_____	Obvious
Masked	_____	_____	_____	_____	_____	_____	Unmasked
Unnoticeable	_____	_____	_____	_____	_____	_____	Noticeable
Inconspicuous	_____	_____	_____	_____	_____	_____	Conspicuous
Subtle	_____	_____	_____	_____	_____	_____	Prominent
Unapparent	_____	_____	_____	_____	_____	_____	Apparent
Hidden	_____	_____	_____	_____	_____	_____	Evident

6. The purpose of the presence of the Reisen brand in the video segment is to...:

	<i>Strongly Disagree</i>						<i>Strongly Agree</i>
a. ...add realism to the program.	_____	_____	_____	_____	_____	_____	_____
b. ...promote the Reisen brand.	_____	_____	_____	_____	_____	_____	_____
c. ...lend an air of authenticity to the program.	_____	_____	_____	_____	_____	_____	_____
d. ...persuade me to consider the Reisen brand.	_____	_____	_____	_____	_____	_____	_____
e. ...remind me that this brand is out there.	_____	_____	_____	_____	_____	_____	_____
f. ...make the program more relevant to the target audience.	_____	_____	_____	_____	_____	_____	_____

Section VI. General questions.

1. What is your age? _____

2. What is your gender? Male _____ Female _____

Thank you again for your participation!

APPENDIX D: PRODUCT PLACEMENT MANIPULATION PRE-TEST

Selecting the Best Product Placement Manipulation

Product placement is the placement of a brand within the context of a movie or television program.

Two functions of product placement are:

Provides realism to the program

Provides the product with an opportunity to persuade

Product placement has several execution elements:

Placement prominence (prominent v. subtle)

Mode of presentation (audio v. visual v. audiovisual)

Plot connection (related to main storyline)

The Task

Based on how...

noticeable

relevant to the show

repetition

presentation method

Please select the strongest manipulation of product placement by circling the brand name below: (choose only the best one)

Mitsubishi Endeavor

Coors Light

American Express

Thanks for your help!

APPENDIX E: GENERATIONAL DIFFERENCES PRE-TEST

CONSENT FORM

The Louisiana State University Department of Marketing supports the practice of protection for individuals participating in research. I understand that my participation is completely voluntary and that I may withdraw from the study at anytime.

Be assured that your name will not be associated in any way with the research findings. All of your actions will be confidential. Please indicate your understanding of the above information and your agreement to participate voluntarily by signing in the space provided below. This cover sheet will not be placed with your completed questionnaire, so that your name cannot be connected to your answers and confidentiality is ensured.

I am aware of the following points:

- 1) I will not face any significant discomforts or stresses. My participation involves no risk.
- 2) The results of my participation are confidential and will not be released in any individually identifiable form. All data sheets will be coded by number, thus preserving anonymity.
- 3) The individual administering the survey will answer any further questions I may have about the study.

Signature of participant

Date

Participant's name printed

Thank you for participating in this study!

Study Overview:

In this study, you will be asked to view a video segment and respond to various questions. The video segment is a composite of various excerpts taken from regular television programming. You will be asked questions about everything you saw in the video segment. Once you have answered a question, please do not go back to previous questions – just move forward through the survey until it is complete.

All of your answers will be kept strictly confidential, and you will not be identified in any way. The information that you provide will be combined with that of other participants to derive general conclusions.

Section I. Instructions.

A new type of television program called a “reality show” has become increasingly popular in recent years. Reality shows differ from traditional programming in that ‘real’ people are used rather than actors playing characters. These people are placed in a real-life situation that is pre-arranged and controlled by the producer of the show. Then, cameras follow them as they make their way through this situation, capturing their feelings and reactions to the events that unfold.

You are about to view a video segment that contains an excerpt from *The Restaurant*. This reality show is about a successful young chef, Rocco DiSpirito, who wants to open his own restaurant that is true to his Italian heritage. He partners with financier Jeffrey Chodorow to open *Rocco’s on 22nd* in New York City. The cameras follow Rocco, his partner, and his staff as they open this restaurant from scratch and try to make it successful.

We are interested in your impression of reality shows. The following video segment is arranged in a way that is similar to how it would appear on television. Please view the video segment and answer the questions that follow.

Prepare to view the video segment.



Do not go on to the next page until after viewing the video segment.

Section II. We would now like to know what you think about the new type of television program called a “reality show.” Please give us your opinion to the following statements by placing an “X” in the space you believe is most appropriate.

	Strongly Disagree							Strongly Agree
1. Reality shows are entertaining.	_____	_____	_____	_____	_____	_____	_____	
2. Reality shows do not depict situations that happen in real life.	_____	_____	_____	_____	_____	_____	_____	
3. I like reality shows more than traditional television programs.	_____	_____	_____	_____	_____	_____	_____	
4. I would like to see more reality shows.	_____	_____	_____	_____	_____	_____	_____	
5. I like the reality show called <i>The Restaurant</i> .	_____	_____	_____	_____	_____	_____	_____	
6. I have seen <i>The Restaurant</i> before today.	_____	_____	_____	_____	_____	_____	_____	

Section III. Now, in the space provided below, please write down all of the brand names you recall seeing in the video segment.

Section IV. Please answer the following questions in the space provided below.

1. What is the purpose of the presence/appearance of the American Express brand in the clip of the show, The Restaurant, in the video segment you just viewed?

2. What is the purpose of the presence/appearance of the Coors Light brand sponsorship in the video segment you just viewed?

3. What is the purpose of the presence/appearance of the Reisen brand commercial in the video segment you just viewed?

Section V: For each question, place an “X” in the space you believe most appropriately reflects your opinion.

1. Do you remember ever seeing this video segment before today?

Not familiar at all _____ Very familiar
with the video segment with the video segment

2. Indicate which brand(s) you saw in the video segment. (Mark all that apply.)

American Express _____
Miller Lite _____
Reisen _____
Coors Light _____
Nissan Pathfinder _____
eBay _____
Mitsubishi Endeavor _____
Bud Light _____

3. Did the video segment as a whole make you feel ...?

Not active	_____	Extremely active
Not excited	_____	Extremely excited
Not stimulated	_____	Highly Stimulated
Not lively	_____	Extremely lively
Not activated	_____	Extremely activated

Section VI: Now we are going to focus on what you thought about the appearance of the AMERICAN EXPRESS brand in the show. For each question, place an “X” in the space you believe most appropriately reflects your opinion.

1. The appearance/portrayal of the American Express brand in this video segment is:

Concealed	_____	_____	_____	_____	_____	_____	Obvious
Masked	_____	_____	_____	_____	_____	_____	Unmasked
Unnoticeable	_____	_____	_____	_____	_____	_____	Noticeable
Inconspicuous	_____	_____	_____	_____	_____	_____	Conspicuous
Subtle	_____	_____	_____	_____	_____	_____	Prominent
Unapparent	_____	_____	_____	_____	_____	_____	Apparent
Hidden	_____	_____	_____	_____	_____	_____	Evident

2. The purpose of the American Express brand in the video segment is to...:

	Strongly Disagree	_____	_____	_____	_____	_____	Strongly Agree
a. ...add realism to the program.		_____	_____	_____	_____	_____	
b. ...promote the American Express brand.		_____	_____	_____	_____	_____	
c. ...lend an air of authenticity to the program.		_____	_____	_____	_____	_____	
d. ...persuade me to consider the American Express brand.		_____	_____	_____	_____	_____	
e. ...remind me that this brand is out there.		_____	_____	_____	_____	_____	
f. ...make the program more relevant to the target audience.		_____	_____	_____	_____	_____	

3. These questions concern what you thought and felt about the appearance of the *American Express* brand in the video segment you just viewed. Please read each question carefully.

	Not at all					Very Much
a. Was the presence of the brand in the show believable?	_____	_____	_____	_____	_____	_____
b. Was the presence of the brand in the show personally important?	_____	_____	_____	_____	_____	_____
c. Did the show demonstrate that the product has advantages?	_____	_____	_____	_____	_____	_____
d. Did the show demonstrate what a really good product of this type should do?	_____	_____	_____	_____	_____	_____
e. Did the show convince you that the product is one you need or could use?	_____	_____	_____	_____	_____	_____
f. Did the presence of the brand in the show arouse appreciation of its quality and cleverness?	_____	_____	_____	_____	_____	_____
g. Did the presence of the brand in the show make you feel happy?	_____	_____	_____	_____	_____	_____
h. Did the presence of the brand in the show provide comfort?	_____	_____	_____	_____	_____	_____
i. Did the presence of the brand in the show provide enjoyment?	_____	_____	_____	_____	_____	_____
j. Did the presence of the brand in the show provide entertainment?	_____	_____	_____	_____	_____	_____
k. Did the presence of the brand in the show provide excitement?	_____	_____	_____	_____	_____	_____
l. Did you feel drawn into the show?	_____	_____	_____	_____	_____	_____
m. Did the actions depicted seem authentic?	_____	_____	_____	_____	_____	_____
n. Did the show portray feelings you could relate to?	_____	_____	_____	_____	_____	_____
o. Did the show make you want to join in the action?	_____	_____	_____	_____	_____	_____
p. Rate what your inclination was to argue back to the show.	_____	_____	_____	_____	_____	_____
q. Did you think of reasons not to use the product while viewing the show?	_____	_____	_____	_____	_____	_____

	Strongly Disagree						Strongly Agree
4. I will consider using American Express.	_____	_____	_____	_____	_____	_____	_____
5. If I were in the market for a credit card, it is likely that I would apply for an American Express card.	_____	_____	_____	_____	_____	_____	_____
6. In the future, I intend to use American Express.	_____	_____	_____	_____	_____	_____	_____

	Completely Disagree						Completely Agree
7. The way American Express tries to persuade people seems acceptable to me.	_____	_____	_____	_____	_____	_____	_____
8. American Express tried to manipulate the audience in ways that I don't like.	_____	_____	_____	_____	_____	_____	_____
9. I was annoyed because American Express seemed to be trying to inappropriately manage or control the consumer audience.	_____	_____	_____	_____	_____	_____	_____
10. I didn't mind because American Express tried to be persuasive without being excessively manipulative.	_____	_____	_____	_____	_____	_____	_____
11. American Express was fair in what was said and shown.	_____	_____	_____	_____	_____	_____	_____

	Unfair						Fair
12. I think that American Express is...	_____	_____	_____	_____	_____	_____	_____

13. My attitude toward the American Express brand is:

Bad	_____	_____	_____	_____	_____	_____	Good
Unpleasant	_____	_____	_____	_____	_____	_____	Pleasant
Low quality	_____	_____	_____	_____	_____	_____	High quality
Dislikable	_____	_____	_____	_____	_____	_____	Likable

14. If you were to apply for/use a credit card in the future, how likely are you to choose American Express?

Extremely unlikely	_____	_____	_____	_____	_____	_____	Extremely likely
--------------------	-------	-------	-------	-------	-------	-------	------------------

15. My attitude toward the placement of American Express in the show is:

Bad	_____	_____	_____	_____	_____	_____	Good
Unpleasant	_____	_____	_____	_____	_____	_____	Pleasant
Awful	_____	_____	_____	_____	_____	_____	Nice

Section VII: Now we are going to focus on what you thought about the COORS LIGHT brand sponsorship in the video segment. For each question, place an “X” in the space you believe most appropriately reflects your opinion.

1. The appearance/portrayal of the Coors Light brand in this video segment is:

Concealed	_____	_____	_____	_____	_____	_____	_____	Obvious
Masked	_____	_____	_____	_____	_____	_____	_____	Unmasked
Unnoticeable	_____	_____	_____	_____	_____	_____	_____	Noticeable
Inconspicuous	_____	_____	_____	_____	_____	_____	_____	Conspicuous
Subtle	_____	_____	_____	_____	_____	_____	_____	Prominent
Unapparent	_____	_____	_____	_____	_____	_____	_____	Apparent
Hidden	_____	_____	_____	_____	_____	_____	_____	Evident

2. The purpose of the Coors Light brand in the video segment is to...:

	Strongly Disagree							Strongly Agree
a. ...add realism to the program.	_____	_____	_____	_____	_____	_____	_____	
b. ...promote the Coors Light brand.	_____	_____	_____	_____	_____	_____	_____	
c. ...lend an air of authenticity to the program.	_____	_____	_____	_____	_____	_____	_____	
d. ...persuade me to consider the Coors Light brand.	_____	_____	_____	_____	_____	_____	_____	
e. ...remind me that this brand is out there.	_____	_____	_____	_____	_____	_____	_____	
f. ...make the program more relevant to the target audience.	_____	_____	_____	_____	_____	_____	_____	

3. These questions concern what you thought and felt about the appearance of the *Coors Light* brand sponsorship in the video segment you just viewed. Please read each question carefully.

	Not at all					Very Much
a. Was the sponsorship believable?	_____	_____	_____	_____	_____	_____
b. Was the sponsorship personally important?	_____	_____	_____	_____	_____	_____
c. Did the sponsorship show that the product has advantages?	_____	_____	_____	_____	_____	_____
d. Did the sponsorship show what a really good product of this type should do?	_____	_____	_____	_____	_____	_____
e. Did the sponsorship convince you that the product is one you need or could use?	_____	_____	_____	_____	_____	_____
f. Did the sponsorship arouse appreciation of its quality and cleverness?	_____	_____	_____	_____	_____	_____
g. Did the sponsorship make you feel happy?	_____	_____	_____	_____	_____	_____
h. Did the sponsorship provide comfort?	_____	_____	_____	_____	_____	_____
i. Did the sponsorship provide enjoyment?	_____	_____	_____	_____	_____	_____
j. Did the sponsorship provide entertainment?	_____	_____	_____	_____	_____	_____
k. Did the sponsorship provide excitement?	_____	_____	_____	_____	_____	_____
l. Did you feel drawn into the sponsorship?	_____	_____	_____	_____	_____	_____
m. Did the sponsorship seem authentic?	_____	_____	_____	_____	_____	_____
n. Did the sponsorship portray feelings you could relate to?	_____	_____	_____	_____	_____	_____
o. Did the sponsorship make you want to join in the action?	_____	_____	_____	_____	_____	_____
p. Rate what your inclination was to argue back to the sponsorship.	_____	_____	_____	_____	_____	_____
q. Did you think of reasons not to use the product while viewing the sponsorship?	_____	_____	_____	_____	_____	_____

	Strongly Disagree						Strongly Agree
4. I will consider buying Coors Light.	_____	_____	_____	_____	_____	_____	_____
5. If I were in the market for beer, it is likely that I would purchase Coors Light.	_____	_____	_____	_____	_____	_____	_____
6. In the future, I intend to buy Coors Light beer.	_____	_____	_____	_____	_____	_____	_____

	Completely Disagree						Completely Agree
7. The way Coors Light tries to persuade people seems acceptable to me.	_____	_____	_____	_____	_____	_____	_____
8. Coors Light tried to manipulate the audience in ways that I don't like.	_____	_____	_____	_____	_____	_____	_____
9. I was annoyed because Coors Light seemed to be trying to inappropriately manage or control the consumer audience.	_____	_____	_____	_____	_____	_____	_____
10. I didn't mind because Coors Light tried to be persuasive without being excessively manipulative.	_____	_____	_____	_____	_____	_____	_____
11. Coors Light was fair in what was said and shown.	_____	_____	_____	_____	_____	_____	_____

	Unfair						Fair
12. I think that Coors Light is...	_____	_____	_____	_____	_____	_____	_____

13. My attitude toward the Coors Light brand is:

Bad	_____	_____	_____	_____	_____	_____	Good
Unpleasant	_____	_____	_____	_____	_____	_____	Pleasant
Low quality	_____	_____	_____	_____	_____	_____	High quality
Dislikable	_____	_____	_____	_____	_____	_____	Likable

14. If you were to buy beer in the future, how likely are you to choose Coors Light?

Extremely unlikely	_____	_____	_____	_____	_____	_____	Extremely likely
--------------------	-------	-------	-------	-------	-------	-------	------------------

15. My attitude toward the sponsorship is:

Bad	_____	_____	_____	_____	_____	_____	Good
Unpleasant	_____	_____	_____	_____	_____	_____	Pleasant
Awful	_____	_____	_____	_____	_____	_____	Nice

Section VIII: Now we are going to focus on what you thought about the REISEN brand commercial in the video segment. For each question, place an “X” in the space you believe most appropriately reflects your opinion.

1. The appearance/portrayal of the Reisen brand in this video segment is:

Concealed	_____	_____	_____	_____	_____	_____	_____	Obvious
Masked	_____	_____	_____	_____	_____	_____	_____	Unmasked
Unnoticeable	_____	_____	_____	_____	_____	_____	_____	Noticeable
Inconspicuous	_____	_____	_____	_____	_____	_____	_____	Conspicuous
Subtle	_____	_____	_____	_____	_____	_____	_____	Prominent
Unapparent	_____	_____	_____	_____	_____	_____	_____	Apparent
Hidden	_____	_____	_____	_____	_____	_____	_____	Evident

2. The purpose of the presence of the Reisen brand in the video segment is to...:

	<i>Strongly Disagree</i>						<i>Strongly Agree</i>
a. ...add realism to the program.	_____	_____	_____	_____	_____	_____	_____
b. ...promote the Reisen brand.	_____	_____	_____	_____	_____	_____	_____
c. ...lend an air of authenticity to the program.	_____	_____	_____	_____	_____	_____	_____
d. ...persuade me to consider the Reisen brand.	_____	_____	_____	_____	_____	_____	_____
e. ...remind me that this brand is out there.	_____	_____	_____	_____	_____	_____	_____
f. ...make the program more relevant to the target audience.	_____	_____	_____	_____	_____	_____	_____

3. These questions concern what you thought and felt about the appearance of the *Reisen* brand commercial in the video segment you just viewed. Please read each question carefully.

	Not at all					Very Much
a. Was the commercial believable?	_____	_____	_____	_____	_____	_____
b. Was the commercial personally important?	_____	_____	_____	_____	_____	_____
c. Did the commercial show that the product has advantages?	_____	_____	_____	_____	_____	_____
d. Did the commercial show what a really good product of this type should do?	_____	_____	_____	_____	_____	_____
e. Did the commercial convince you that the product is one you need or could use?	_____	_____	_____	_____	_____	_____
f. Did the commercial arouse appreciation of its quality and cleverness?	_____	_____	_____	_____	_____	_____
g. Did the commercial make you feel happy?	_____	_____	_____	_____	_____	_____
h. Did the commercial provide comfort?	_____	_____	_____	_____	_____	_____
i. Did the commercial provide enjoyment?	_____	_____	_____	_____	_____	_____
j. Did the commercial provide entertainment?	_____	_____	_____	_____	_____	_____
k. Did the commercial provide excitement?	_____	_____	_____	_____	_____	_____
l. Did you feel drawn into the commercial?	_____	_____	_____	_____	_____	_____
m. Did the actions depicted seem authentic?	_____	_____	_____	_____	_____	_____
n. Did the commercial portray feelings you could relate to?	_____	_____	_____	_____	_____	_____
o. Did the commercial make you want to join in the action?	_____	_____	_____	_____	_____	_____
p. Rate what your inclination was to argue back to the commercial.	_____	_____	_____	_____	_____	_____
q. Did you think of reasons not to use the product while viewing the commercial?	_____	_____	_____	_____	_____	_____

	Strongly Disagree						Strongly Agree
4. I will consider buying Reisen.	_____	_____	_____	_____	_____	_____	_____
5. If I were in the market for candy, it is likely that I would purchase Reisen.	_____	_____	_____	_____	_____	_____	_____
6. In the future, I intend to buy Reisen candy.	_____	_____	_____	_____	_____	_____	_____

	Completely Disagree						Completely Agree
7. The way Reisen tries to persuade people seems acceptable to me.	_____	_____	_____	_____	_____	_____	_____
8. Reisen tried to manipulate the audience in ways that I don't like.	_____	_____	_____	_____	_____	_____	_____
9. I was annoyed because Reisen seemed to be trying to inappropriately manage or control the consumer audience.	_____	_____	_____	_____	_____	_____	_____
10. I didn't mind because Reisen tried to be persuasive without being excessively manipulative.	_____	_____	_____	_____	_____	_____	_____
11. Reisen was fair in what was said and shown.	_____	_____	_____	_____	_____	_____	_____

	Unfair						Fair
12. I think that Reisen is...	_____	_____	_____	_____	_____	_____	_____

13. My attitude toward the Reisen brand is:

Bad	_____	_____	_____	_____	_____	_____	Good
Unpleasant	_____	_____	_____	_____	_____	_____	Pleasant
Low quality	_____	_____	_____	_____	_____	_____	High quality
Dislikable	_____	_____	_____	_____	_____	_____	Likable

14. If you were to buy candy in the future, how likely are you to choose Reisen?

Extremely unlikely	_____	_____	_____	_____	_____	_____	Extremely likely
--------------------	-------	-------	-------	-------	-------	-------	------------------

15. My attitude toward the commercial is:

Bad	_____	_____	_____	_____	_____	_____	Good
Unpleasant	_____	_____	_____	_____	_____	_____	Pleasant
Awful	_____	_____	_____	_____	_____	_____	Nice

Section IX: General questions. Please read each question carefully. For each question, place an “X” in the space you believe most appropriately reflects your opinion.

1. While watching the video segment, how much attention did you give to the brands that appeared in the video segment?

Not at all _____ Very Much

2. How familiar are you with...

	Not Familiar At All				Very Familiar			
a. ... <u>beer</u> ?	_____	_____	_____	_____	_____	_____	_____	_____
b. ... <u>Coors Light</u> ?	_____	_____	_____	_____	_____	_____	_____	_____
c. ... <u>credit cards</u> ?	_____	_____	_____	_____	_____	_____	_____	_____
d. ... <u>American Express</u> ?	_____	_____	_____	_____	_____	_____	_____	_____
e. ... <u>candy</u> ?	_____	_____	_____	_____	_____	_____	_____	_____
f. ... <u>Reisen</u> ?	_____	_____	_____	_____	_____	_____	_____	_____

2. Age: _____

3. Gender: Male _____ Female _____

Thank you again for your participation!

APPENDIX F: THE MAIN STUDY – PART ONE

CONSENT FORM

The Louisiana State University Department of Marketing supports the practice of protection for individuals participating in research. I understand that my participation is completely voluntary and that I may withdraw from the study at anytime. I also understand that if I withdraw or fail to participate in any part of the study, I will not receive credit, if applicable, for my participation.

Be assured that your name will not be associated in any way with the research findings. All of your actions will be confidential. Please indicate your understanding of the above information and your agreement to participate voluntarily by signing in the space provided below. This cover sheet will not be placed with your completed questionnaire, so that your name cannot be connected to your answers and confidentiality is ensured.

I am aware of the following points:

- 1) I will not face any significant discomforts or stresses. My participation involves no risk.
- 2) The results of my participation are confidential and will not be released in any individually identifiable form. All data sheets will be coded by number, thus preserving anonymity.
- 3) The individual administering the survey will answer any further questions I may have about the study.

Signature of student subject

Date

Student subject's name printed

Professor of course in which student
is receiving credit

Study Overview:

In this study, you will be asked questions about consumer products and brands currently available in the marketplace. All of your answers will be kept strictly confidential, and you will not be identified in any way. The information that you provide will be combined with that of other participants to derive general conclusions.

Last 4 digits of SSN/ID #: _____

Professor: _____

Date: _____

Time: _____

Thank you for participating in this study!

SECTION I. PRODUCT CATEGORIES. First, we would like to know how relevant various types of products and services are to you personally.

Rate your knowledge for each product category, as compared to the average person, by placing an “X” in the space you believe is most appropriate in each row.

1. Automobile	a. One of the LEAST knowledgeable	_____	_____	_____	_____	_____	_____	One of the MOST knowledgeable
	b. Not familiar at all	_____	_____	_____	_____	_____	_____	Very familiar
	c. Never use	_____	_____	_____	_____	_____	_____	Use very frequently
2. Beer	a. One of the LEAST knowledgeable	_____	_____	_____	_____	_____	_____	One of the MOST knowledgeable
	b. Not familiar at all	_____	_____	_____	_____	_____	_____	Very familiar
	c. Never use	_____	_____	_____	_____	_____	_____	Use very frequently
3. Credit card	a. One of the LEAST knowledgeable	_____	_____	_____	_____	_____	_____	One of the MOST knowledgeable
	b. Not familiar at all	_____	_____	_____	_____	_____	_____	Very familiar
	c. Never use	_____	_____	_____	_____	_____	_____	Use very frequently

For each product category, indicate how important buying/using the right brand is for you by placing an “X” in the space you believe is most appropriate in each row.

1. Automobile	a. Unimportant to me	_____	_____	_____	_____	_____	_____	Important to me
	b. Irrelevant to me	_____	_____	_____	_____	_____	_____	Relevant to me
	c. Doesn't impact my lifestyle	_____	_____	_____	_____	_____	_____	Greatly impacts my lifestyle
	d. Not a part of my "day-to-day" routine	_____	_____	_____	_____	_____	_____	A large part of my "day-to-day" routine
2. Beer	a. Unimportant to me	_____	_____	_____	_____	_____	_____	Important to me
	b. Irrelevant to me	_____	_____	_____	_____	_____	_____	Relevant to me
	c. Doesn't impact my lifestyle	_____	_____	_____	_____	_____	_____	Greatly impacts my lifestyle
	d. Not a part of my "day-to-day" routine	_____	_____	_____	_____	_____	_____	A large part of my "day-to-day" routine
3. Credit card	a. Unimportant to me	_____	_____	_____	_____	_____	_____	Important to me
	b. Irrelevant to me	_____	_____	_____	_____	_____	_____	Relevant to me
	c. Doesn't impact my lifestyle	_____	_____	_____	_____	_____	_____	Greatly impacts my lifestyle
	d. Not a part of my "day-to-day" routine	_____	_____	_____	_____	_____	_____	A large part of my "day-to-day" routine

SECTION II. SPECIFIC BRANDS. Now we would like to know your impressions of specific brands of products and services.

Rate your knowledge for each specific brand, as compared to the average person, by placing an “X” in the space you believe is most appropriate in each row.

1. American Express	a. One of the LEAST knowledgeable	_____	_____	_____	_____	_____	_____	One of the MOST knowledgeable
	b. Not familiar at all	_____	_____	_____	_____	_____	_____	Very familiar
	c. Never use	_____	_____	_____	_____	_____	_____	Use very frequently
2. Bud Light	a. One of the LEAST knowledgeable	_____	_____	_____	_____	_____	_____	One of the MOST knowledgeable
	b. Not familiar at all	_____	_____	_____	_____	_____	_____	Very familiar
	c. Never use	_____	_____	_____	_____	_____	_____	Use very frequently
3. Coors Light	a. One of the LEAST knowledgeable	_____	_____	_____	_____	_____	_____	One of the MOST knowledgeable
	b. Not familiar at all	_____	_____	_____	_____	_____	_____	Very familiar
	c. Never use	_____	_____	_____	_____	_____	_____	Use very frequently
4. Mastercard	a. One of the LEAST knowledgeable	_____	_____	_____	_____	_____	_____	One of the MOST knowledgeable
	b. Not familiar at all	_____	_____	_____	_____	_____	_____	Very familiar
	c. Never use	_____	_____	_____	_____	_____	_____	Use very frequently
5. Mitsubishi Endeavor	a. One of the LEAST knowledgeable	_____	_____	_____	_____	_____	_____	One of the MOST knowledgeable
	b. Not familiar at all	_____	_____	_____	_____	_____	_____	Very familiar
	c. Never use	_____	_____	_____	_____	_____	_____	Use very frequently
6. Nissan Pathfinder	a. One of the LEAST knowledgeable	_____	_____	_____	_____	_____	_____	One of the MOST knowledgeable
	b. Not familiar at all	_____	_____	_____	_____	_____	_____	Very familiar
	c. Never use	_____	_____	_____	_____	_____	_____	Use very frequently

For each brand listed, indicate your attitude toward that brand by placing an “X” in the space you believe is most appropriate in each row.

1. American Express	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
2. Bud Light	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
3. Coors Light	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
4. Mastercard	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
5. Mitsubishi Endeavor	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
6. Nissan Pathfinder	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive

SECTION III. GENERAL QUESTIONS. Please read each question carefully. For each question, place an “X” in the space you believe most appropriately reflects your opinion.

	Strongly Disagree							Strongly Agree
1. I would prefer complex to simple problems.	_____	_____	_____	_____	_____	_____	_____	
2. I like to have the responsibility of handling a situation that requires a lot of thinking.	_____	_____	_____	_____	_____	_____	_____	
3. Thinking is not my idea of fun.	_____	_____	_____	_____	_____	_____	_____	
4. I would rather do something that requires little thought than something that is sure to challenge my thinking abilities.	_____	_____	_____	_____	_____	_____	_____	
5. I try to anticipate and avoid situations where there is likely chance I will have to think in depth about something.	_____	_____	_____	_____	_____	_____	_____	
6. I find satisfaction in deliberating hard and for long hours.	_____	_____	_____	_____	_____	_____	_____	
7. I only think as hard as I have to.	_____	_____	_____	_____	_____	_____	_____	
8. I prefer to think about small, daily projects to long-term ones.	_____	_____	_____	_____	_____	_____	_____	
9. I like tasks that require little thought once I’ve learned them.	_____	_____	_____	_____	_____	_____	_____	
10. The idea of relying on thought to make my way to the top appeals to me.	_____	_____	_____	_____	_____	_____	_____	
11. I really enjoy a task that involves coming up with new solutions to problems.	_____	_____	_____	_____	_____	_____	_____	
12. Learning new ways to think doesn’t excite me very much.	_____	_____	_____	_____	_____	_____	_____	
13. I prefer my life to be filled with puzzles that I must solve.	_____	_____	_____	_____	_____	_____	_____	
14. The notion of thinking abstractly is appealing to me.	_____	_____	_____	_____	_____	_____	_____	
15. I would prefer a task that is intellectual, difficult, and important to one that is somewhat important but does not require much thought.	_____	_____	_____	_____	_____	_____	_____	
16. I feel relief rather than satisfaction after completing a task that required a lot of mental effort.	_____	_____	_____	_____	_____	_____	_____	
17. It’s enough for me that something gets the job done; I don’t care how or why it works.	_____	_____	_____	_____	_____	_____	_____	
18. I usually end up deliberating about issues even when they do not affect me personally.	_____	_____	_____	_____	_____	_____	_____	

Indicate how familiar you are with each of the following marketing practices:

	Not Familiar At All						Very Familiar
1. Commercials: A brand pays for time to run its advertisement <u>during breaks</u> of the television show.	_____	_____	_____	_____	_____	_____	_____
2. Sponsorship: A brand pays to have its name mentioned <u>in connection with</u> the television show.	_____	_____	_____	_____	_____	_____	_____
3. Product Placement: A brand pays to have its name mentioned or product shown <u>in</u> the television show.	_____	_____	_____	_____	_____	_____	_____

Indicate your attitude toward each of the following marketing practices by placing an “X” in the space you believe is most appropriate in each row.

1. Commercials	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
2. Sponsorship	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive
3. Product Placement	a.	Bad	_____	_____	_____	_____	_____	_____	Good
	b.	Dislike	_____	_____	_____	_____	_____	_____	Like
	c.	Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
	d.	Negative	_____	_____	_____	_____	_____	_____	Positive

The presence of a brand (mentioned or shown) in a television show ...:

	Strongly Disagree						Strongly Agree
1. ...adds realism to the program.	_____	_____	_____	_____	_____	_____	_____
2. ...effectively promotes the brand.	_____	_____	_____	_____	_____	_____	_____
3. ...lends an air of authenticity to the program.	_____	_____	_____	_____	_____	_____	_____
4. ...persuades me to consider the brand.	_____	_____	_____	_____	_____	_____	_____
5. ...reminds me that this brand is out there.	_____	_____	_____	_____	_____	_____	_____
6. ...makes the program more relevant to the target audience.	_____	_____	_____	_____	_____	_____	_____

Indicate your attitude toward advertising by placing an “X” in the space you believe is most appropriate in each row.

	Strongly Disagree						Strongly Agree
1. Most advertising is very annoying.	_____	_____	_____	_____	_____	_____	_____
2. Most advertising makes false claims.	_____	_____	_____	_____	_____	_____	_____
3. If advertising was eliminated, consumers would be better off.	_____	_____	_____	_____	_____	_____	_____
4. I enjoy most ads.	_____	_____	_____	_____	_____	_____	_____
5. Most advertising is intended to deceive rather than to inform consumers.	_____	_____	_____	_____	_____	_____	_____

6. Age: _____

7. Gender: Male _____ Female _____

Thank you again for your participation!

APPENDIX G: THE MAIN STUDY – PART TWO

CONSENT FORM

The Louisiana State University Department of Marketing supports the practice of protection for individuals participating in research. I understand that my participation is completely voluntary and that I may withdraw from the study at anytime. I also understand that if I withdraw or fail to participate in any part of the study, I will not receive credit, if applicable, for my participation.

Be assured that your name will not be associated in any way with the research findings. All of your actions will be confidential. Please indicate your understanding of the above information and your agreement to participate voluntarily by signing in the space provided below. This cover sheet will not be placed with your completed questionnaire, so that your name cannot be connected to your answers and confidentiality is ensured.

I am aware of the following points:

- 1) I will not face any significant discomforts or stresses. My participation involves no risk.
- 2) The results of my participation are confidential and will not be released in any individually identifiable form. All data sheets will be coded by number, thus preserving anonymity.
- 3) The individual administering the survey will answer any further questions I may have about the study.

Signature of student subject

Date

Student subject's name printed

Professor of course in which student
is receiving credit

Last 4 digits of SSN/ID #: _____

Date: _____

Professor: _____

Time: _____

OVERVIEW

There will be three parts to this study. You will be asked to view a video and respond to various questions. The video is a composite of various excerpts taken from regular television programming. You will be asked questions about everything you saw in the video.

All of your answers will be kept strictly confidential, and you will not be identified in any way. The information that you provide will be combined with that of other participants to derive general conclusions.

INSTRUCTIONS

A new type of television program called a “reality show” has become increasingly popular in recent years. Reality shows differ from traditional programming in that ‘real’ people are used rather than actors playing characters. These people are placed in a real-life situation that is pre-arranged and controlled by the producer of the show. Then, cameras follow them as they make their way through this situation, capturing their feelings and reactions to the events that unfold.

You are about to view a video that contains an excerpt from *The Restaurant*. This reality show is about a successful young chef, Rocco DiSpirito, who wants to open his own restaurant that is true to his Italian heritage. He partners with financier Jeffrey Chodorow to open *Rocco’s on 22nd* in New York City. The cameras follow Rocco, his partner, and his staff as they open this restaurant from scratch and try to make it successful.

We are interested in your impression of reality shows. The following video is arranged in a way that is similar to how it would appear on television. Please view the entire video and answer the questions that follow.

Prepare to view the video.



Do not go on to the next page until after viewing the video.

PART 1: GENERAL THOUGHTS AND FEELINGS

Section I:

In the space provided below, write down all of the thoughts and feelings you experienced while viewing the video.

Now, please write down all of the brand names you recall seeing in the video.

Section II: Indicate which brand(s) you saw in the video. Please do not turn back to a previous page.
(Mark all that apply.)

American Express	_____
Bud Light	_____
Coors Light	_____
MasterCard	_____
Mitsubishi Endeavor	_____
Nissan Pathfinder	_____

Section III: We would now like to know what you think about the “reality show” called *The Restaurant*. Please give us your opinion to the following statements by placing an “X” in the space you believe is most appropriate.

1. What do you think about *The Restaurant*?

	Strongly Disagree							Strongly Agree
a. I enjoyed watching it.	_____	_____	_____	_____	_____	_____	_____	_____
b. I would watch it again.	_____	_____	_____	_____	_____	_____	_____	_____
c. I like it.	_____	_____	_____	_____	_____	_____	_____	_____
d. The main characters are interesting.	_____	_____	_____	_____	_____	_____	_____	_____
e. I am not interested in the main storyline.	_____	_____	_____	_____	_____	_____	_____	_____
f. I think the Bravo network should consider filming another season.	_____	_____	_____	_____	_____	_____	_____	_____

2. Overall, my attitude toward the reality show called *The Restaurant* is:

Bad	_____	_____	_____	_____	_____	_____	_____	Good
Dislike	_____	_____	_____	_____	_____	_____	_____	Like
Unfavorable	_____	_____	_____	_____	_____	_____	_____	Favorable
Negative	_____	_____	_____	_____	_____	_____	_____	Positive

Section IV: These questions concern how you are feeling right now.

1. For each pair of words, place an “X” in the space you believe is most appropriate for how you feel right now.

Happy	_____	_____	_____	_____	_____	_____	_____	Unhappy
Pleased	_____	_____	_____	_____	_____	_____	_____	Annoyed
Satisfied	_____	_____	_____	_____	_____	_____	_____	Unsatisfied
Contented	_____	_____	_____	_____	_____	_____	_____	Melancholic
Stimulated	_____	_____	_____	_____	_____	_____	_____	Relaxed
Excited	_____	_____	_____	_____	_____	_____	_____	Calm
Frenzied	_____	_____	_____	_____	_____	_____	_____	Sluggish
Aroused	_____	_____	_____	_____	_____	_____	_____	Unaroused
Controlling	_____	_____	_____	_____	_____	_____	_____	Controlled
Influential	_____	_____	_____	_____	_____	_____	_____	Influenced
Dominant	_____	_____	_____	_____	_____	_____	_____	Submissive
Autonomous	_____	_____	_____	_____	_____	_____	_____	Guided

2. Did the video as a whole make you feel ...?

Not active	_____	_____	_____	_____	_____	_____	_____	Extremely active
Not excited	_____	_____	_____	_____	_____	_____	_____	Extremely excited
Not stimulated	_____	_____	_____	_____	_____	_____	_____	Highly Stimulated
Not lively	_____	_____	_____	_____	_____	_____	_____	Extremely lively
Not activated	_____	_____	_____	_____	_____	_____	_____	Extremely activated

3. Did the video segment make you feel...

Not at all

Very Much

a. ...happy?	_____	_____	_____	_____	_____	_____	_____
b. ...good?	_____	_____	_____	_____	_____	_____	_____
c. ...interest?	_____	_____	_____	_____	_____	_____	_____
d. ...hopeful?	_____	_____	_____	_____	_____	_____	_____
e. ...proud?	_____	_____	_____	_____	_____	_____	_____
f. ... sad?	_____	_____	_____	_____	_____	_____	_____

4. Did the video segment make you think...

Not at all

Very Much

a. ...of real differences between the brand and its competitors?	_____	_____	_____	_____	_____	_____	_____
b. ...of reasons for the brand's superiority?	_____	_____	_____	_____	_____	_____	_____
c. ...of the pros and cons of the brand?	_____	_____	_____	_____	_____	_____	_____
d. ...of arguments for using or not using the brand?	_____	_____	_____	_____	_____	_____	_____
e. ...of facts about the brand?	_____	_____	_____	_____	_____	_____	_____
f. ...rather than "feel"?	_____	_____	_____	_____	_____	_____	_____

5. In general, please describe how you feel right now:

Irritable	_____	_____	_____	_____	_____	_____	_____	Pleased
Sad	_____	_____	_____	_____	_____	_____	_____	Happy
Depressed	_____	_____	_____	_____	_____	_____	_____	Cheerful
Bad mood	_____	_____	_____	_____	_____	_____	_____	Good mood

Brands may have appeared in the video that you were shown. For each brand, please check the category/categories where they were shown.

	Commercial	Sponsorship	In the Show	Not Shown At All
- choose all that apply -				
a. American Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Coors Light	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Mitsubishi Endeavor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART 2: QUESTIONS ABOUT THE AMERICAN EXPRESS BRAND

Section I: Now we are going to focus on what you thought and felt about the appearance of the American Express brand in the video. For each question, place an “X” in the space you believe most appropriately reflects your opinion in each row.

1. *The appearance of American Express in this video is:*

Concealed	_____	_____	_____	_____	_____	_____	_____	Obvious
Masked	_____	_____	_____	_____	_____	_____	_____	Unmasked
Unnoticeable	_____	_____	_____	_____	_____	_____	_____	Noticeable
Inconspicuous	_____	_____	_____	_____	_____	_____	_____	Conspicuous
Subtle	_____	_____	_____	_____	_____	_____	_____	Prominent
Unapparent	_____	_____	_____	_____	_____	_____	_____	Apparent
Hidden	_____	_____	_____	_____	_____	_____	_____	Evident

2. Please answer the following statements keeping in mind the appearance of American Express in the video:

	The Layout/Creative Elements of the Video							The Attributes/ Characteristics of the Brand
a. As I viewed the video, I was mainly thinking about the ...	_____	_____	_____	_____	_____	_____	_____	
b. In the earlier task of viewing the video, I concentrated on the ...	_____	_____	_____	_____	_____	_____	_____	
c. When viewing the video, I was mainly thinking about whether or not I liked the...	_____	_____	_____	_____	_____	_____	_____	
d. For the earlier task of viewing the video, I was primarily focusing on the quality of the...	_____	_____	_____	_____	_____	_____	_____	

3. Please answer the following questions keeping in mind the appearance of American Express in the video:

	Not at all						Very Much
a. Did it show that the product has advantages?	_____	_____	_____	_____	_____	_____	_____
b. Did it show what a really good product of this type should do?	_____	_____	_____	_____	_____	_____	_____
c. Did it convince you that the product is one you need or could use?	_____	_____	_____	_____	_____	_____	_____
d. Did it make you feel happy?	_____	_____	_____	_____	_____	_____	_____
e. Did it provide comfort?	_____	_____	_____	_____	_____	_____	_____
f. Did it provide enjoyment?	_____	_____	_____	_____	_____	_____	_____
g. Did you feel drawn into it?	_____	_____	_____	_____	_____	_____	_____
h. Did the actions depicted seem authentic?	_____	_____	_____	_____	_____	_____	_____
i. Did it portray feelings you could relate to?	_____	_____	_____	_____	_____	_____	_____
j. Did it make you want to join in the action?	_____	_____	_____	_____	_____	_____	_____
k. Rate what your inclination was to argue back to it.	_____	_____	_____	_____	_____	_____	_____
l. Did you think of reasons not to use the product while viewing it?	_____	_____	_____	_____	_____	_____	_____

4. Please answer the following questions keeping in mind the appearance of American Express in the video:

	Strongly Disagree						Strongly Agree
a. I learned something that I didn't know before about <i>American Express</i> .	_____	_____	_____	_____	_____	_____	_____
b. While I watched this video, I thought how <i>American Express</i> might be useful to me.	_____	_____	_____	_____	_____	_____	_____
c. <i>American Express</i> fits my lifestyle very well.	_____	_____	_____	_____	_____	_____	_____
d. I could really relate to this video.	_____	_____	_____	_____	_____	_____	_____
e. Using <i>American Express</i> makes me feel good about myself.	_____	_____	_____	_____	_____	_____	_____
f. This video reminded me of some important facts about <i>American Express</i> that I already knew.	_____	_____	_____	_____	_____	_____	_____
g. I felt as though I were right there in the video, experiencing the same thing.	_____	_____	_____	_____	_____	_____	_____
h. I can now accurately compare <i>American Express</i> with other competing brands on matters that are important to me.	_____	_____	_____	_____	_____	_____	_____
i. It's hard to put into words, but this video leaves me with a good feeling about using <i>American Express</i> .	_____	_____	_____	_____	_____	_____	_____
j. <i>American Express</i> played an important role in the story.	_____	_____	_____	_____	_____	_____	_____
k. Without references to <i>American Express</i> , the story would be different.	_____	_____	_____	_____	_____	_____	_____
l. <i>American Express</i> was connected to the plot.	_____	_____	_____	_____	_____	_____	_____

5. Please answer the following statements keeping in mind the appearance of American Express in the video:

	Strongly Disagree						Strongly Agree
a. Thanks to this video, I have learned something new about <i>American Express</i> .	_____	_____	_____	_____	_____	_____	_____
b. After having seen this video, I know what is important to look for when buying this type of product.	_____	_____	_____	_____	_____	_____	_____
c. With the information supplied by this video, I am more capable of comparing <i>American Express</i> to its competitors.	_____	_____	_____	_____	_____	_____	_____
d. This video speaks of choice criteria for <i>American Express</i> , which I find important.	_____	_____	_____	_____	_____	_____	_____
e. I feel more capable and more competent to choose and evaluate this type of product after having seen this video.	_____	_____	_____	_____	_____	_____	_____
f. The appearance of <i>American Express</i> in the video calms you down and brings you enjoyment.	_____	_____	_____	_____	_____	_____	_____
g. With the appearance of <i>American Express</i> in the video, there is a mood and an atmosphere which aim to make the brand more likeable and closer to me.	_____	_____	_____	_____	_____	_____	_____
h. The objective of the appearance of <i>American Express</i> is an attempt to make you prefer that brand.	_____	_____	_____	_____	_____	_____	_____

Section II: For each question, place an “X” in the space you believe most appropriately reflects your opinion in each row.

1. My attitude toward the American Express brand is:

Bad	_____	_____	_____	_____	_____	_____	Good
Dislike	_____	_____	_____	_____	_____	_____	Like
Unfavorable	_____	_____	_____	_____	_____	_____	Favorable
Negative	_____	_____	_____	_____	_____	_____	Positive

2. My response to the previous attitude measure (#1 above) was based more on:

Thoughts	_____	_____	_____	_____	_____	_____	Feelings
Rational	_____	_____	_____	_____	_____	_____	Emotional
Tangible	_____	_____	_____	_____	_____	_____	Intangible
Logic	_____	_____	_____	_____	_____	_____	Intuition
Objective	_____	_____	_____	_____	_____	_____	Subjective
Factual	_____	_____	_____	_____	_____	_____	Nonfactual

3. In determining my answer to the previous attitude measure (#1 above):

	Strongly Disagree						Strongly Agree
a. The answer just came to me.	_____	_____	_____	_____	_____	_____	_____
b. In making my decision, I focused more on my personal impressions and feelings rather than on complex tradeoffs between attributes.	_____	_____	_____	_____	_____	_____	_____
c. I tried to use as much attribute information as possible.	_____	_____	_____	_____	_____	_____	_____
d. I carefully compared the brands on several different attributes.	_____	_____	_____	_____	_____	_____	_____
e. My decision was based on facts rather than on general impressions and feelings.	_____	_____	_____	_____	_____	_____	_____
f. My decision was based on careful thinking and reasoning.	_____	_____	_____	_____	_____	_____	_____

4. How would you rate the strength of the argument presented by American Express?

Weak _____ Strong

5. What is your evaluation of the argument presented by American Express?

Bad argument _____ Good argument

6. Was the argument of the benefit of American Express:

Omitted from the message _____ Stated directly in the message

7. Do you currently use *American Express*?

	Strongly Disagree						Strongly Agree
8. a. I plan to continue to use <i>American Express</i> .	_____	_____	_____	_____	_____	_____	_____
b. I am interested in upgrading the level of my <i>American Express</i> financial services.	_____	_____	_____	_____	_____	_____	_____
c. In the future, I intend to use <i>American Express</i> .	_____	_____	_____	_____	_____	_____	_____

_____ Yes Go to question #8.
 _____ No Go to question #9 (skip #8).

Now go to Part 3 (skip question #9).

9.	Strongly Disagree							Strongly Agree
a. I will consider applying for an <i>American Express</i> card.								
b. If I were in the market for a credit card, it is likely that I would apply for an <i>American Express</i> card.								
c. In the future, I intend to apply for an <i>American Express</i> card.								

PART 3: ATTITUDES ABOUT THE VIDEO

Section I: For each row, place an "X" in the space you believe most appropriately reflects your opinion.

1. Rocco DiSpirito, the chef on *The Restaurant*, is:

Unattractive							Attractive
Not classy							Classy
Ugly							Beautiful
Plain							Elegant
Not sexy							Sexy
Undependable							Dependable
Dishonest							Honest
Unreliable							Reliable
Insincere							Sincere
Untrustworthy							Trustworthy
Not an expert							Expert
Inexperienced							Experienced
Unknowledgeable							Knowledgeable
Unqualified							Qualified
Unskilled							Skilled
Very unlikable							Very likable
Very unpleasing							Very pleasing
Very disagreeable							Very agreeable

2. While watching the video, how much attention did you give to the brands that appeared in the video?

Not at all _____ Very Much

Section II: We are now going to focus on the persuasive intent of American Express. Please read each question carefully. For each question, place an “X” in the space you believe most appropriately reflects your opinion.

1. Please indicate why you think the producer of the show, *The Restaurant*, did each of the following:

	Add realism to the show	Gain exposure for the brand	Persuade me to buy the product/service
-- choose only one reason per line --			
a. Setting the show in New York City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Showing <i>American Express</i> cards and services being used on the show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Using a celebrity chef as the “star” of the show (rather than an unknown chef)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Having a product, <i>Coors Light</i> beer, that relates directly to the main storyline of the show as a sponsor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Using real people in the show (restaurant employees and patrons)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Advertising <i>Reisen</i> candy during the show’s commercial breaks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Please indicate the impact that you think each of the following had on you as the consumer:

	Add realism to the show	Gain exposure for the brand	Persuade me to buy the product/service
-- choose only one reason per line --			
a. Setting the show in New York City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Showing <i>American Express</i> cards and services being used on the show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Using a celebrity chef as the “star” of the show (rather than an unknown chef)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Having a product, <i>Coors Light</i> beer, that relates directly to the main storyline of the show as a sponsor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Using real people in the show (restaurant employees and patrons)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Advertising <i>Reisen</i> candy during the show’s commercial breaks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Who placed the American Express brand in the show? (Choose one)

Producer of the show _____ American Express _____

4. Who pays for the presence of the American Express brand in the show? (Choose one)

The show pays the company _____ The company pays the show _____

5. Please answer the following statements keeping in mind the appearance of American Express in the video:

	Completely Disagree						Completely Agree
a. The way <i>American Express</i> tries to persuade people seems acceptable to me.	_____	_____	_____	_____	_____	_____	_____
b. <i>American Express</i> tried to manipulate the audience in ways that I don't like.	_____	_____	_____	_____	_____	_____	_____
c. I was annoyed because <i>American Express</i> seemed to be trying to inappropriately manage or control the consumer audience.	_____	_____	_____	_____	_____	_____	_____
d. I didn't mind because <i>American Express</i> tried to be persuasive without being excessively manipulative.	_____	_____	_____	_____	_____	_____	_____
e. <i>American Express</i> was fair in what was said and shown.	_____	_____	_____	_____	_____	_____	_____

	Unfair						Fair
6. I think that <i>American Express</i> is...	_____	_____	_____	_____	_____	_____	_____

Thank you again for your participation!

APPENDIX H: DISCRIMINANT VALIDITY – MEASUREMENT MODEL

DISCRIMINANT VALIDITY: MEASUREMENT MODEL

Average AVE is computed by averaging each construct (Σ squared multiple correlations / the number of squared multiple correlations), then averaging those two values. The average AVE value is compared to the phi correlation (shared variance).

Attitude Toward the Show and Resistance to Persuasion

$$\begin{aligned}\text{Ave}_{\text{ATTSHOW}} &= \Sigma \lambda^2 / n \\ \text{Ave}_{\text{ATTSHOW}} &= (0.95 + 0.96 + 0.96 + 0.93) / 4 \\ \text{Ave}_{\text{ATTSHOW}} &= 0.95\end{aligned}$$

$$\begin{aligned}\text{Ave}_{\text{RESIST}} &= \Sigma \lambda^2 / n \\ \text{Ave}_{\text{RESIST}} &= (0.58 + 0.55 + 0.60) / 3 \\ \text{Ave}_{\text{RESIST}} &= 0.58\end{aligned}$$

$$\begin{aligned}\text{AVE}_{\text{MEAN}} &= (0.95 + 0.58) / 2 \\ \text{AVE}_{\text{MEAN}} &= 0.77\end{aligned}$$

$$\Phi = -0.51; \Phi^2 = 0.26$$

$$0.77 > 0.26$$

The average AVE between constructs is greater than the shared variance (Φ^2), so discriminant validity is supported.

**APPENDIX I: LOUISIANA STATE UNIVERSITY (IRB)
FOR HUMAN RESEARCH SUBJECT PROTECTION**

LOUISIANA STATE UNIVERSITY (IRB)
FOR HUMAN RESEARCH SUBJECT PROTECTION

IRB #: 2997 LSU Proposal #: _____

Revised: 04/12/2005

LSU INSTITUTIONAL REVIEW BOARD (IRB) for
HUMAN RESEARCH SUBJECT PROTECTION

APPLICATION FOR EXEMPTION FROM INSTITUTIONAL OVERSIGHT

Unless they are qualified as meeting the specific criteria for exemption from Institutional Review Board (IRB) oversight, ALL LSU research projects involving humans as subjects, or samples or data obtained from humans, directly or indirectly, with or without their consent, must be approved or exempted in advance by the LSU IRB. This Form helps the PI determine if a project may be exempted, and is used to request an exemption.

Study exempted by
Louisiana State University
Institutional Review Board
Office: 203 B-1 David Boyd Hall
203 B-1 David Boyd Hall
225-578-8692
Robert C. Mathews, Chair

Instructions: Complete this form.

If it appears that your study qualifies for exemption send:

- (A) Two copies of this completed form,
- (B) A brief project description (adequate to evaluate risks to subjects and to explain your responses to Parts A & B),
- (C) Copies of all instruments to be used. If this proposal is a part of a grant proposal include a copy of the proposal and all recruitment material.
- (D) The consent form that you will use in the study. A Waiver of Written Informed Consent is attached and should be completed only if you do not intend to have a signed consent form.

to: ONE screening committee member (listed at the end of this form) in the most closely related department/discipline or to IRB office.

If exemption seems likely, submit it. If not, submit regular IRB application. Help is available from Dr. Robert Mathews, 578-8692, irb@lsu.edu or any screening committee member.

Principal Investigator Christina Rodriguez Student? Y Y/N

Ph: 985-633-7851 E-mail crodrj22@lsu.edu Dept/Unit Marketing

If Student, name supervising professor William C. Black Ph: 578-8403

Mailing Address CEBA 3126B Ph _____

Project Title Masking of Persuasive Intent and Its Influence on

Agency expected to fund project Persuasive Message Effectiveness Business CSR

Subject pool (e.g. Psychology Students) Business Students

Circle any "vulnerable populations" to be used: (children <18; the mentally impaired, pregnant women, the aged, other). Projects with incarcerated persons cannot be exempted.

I certify my responses are accurate and complete. If the project scope or design is later changed I will resubmit for review. I will obtain written approval from the Authorized Representative of all non-LSU institutions in which the study is conducted.

PI Signature Christina Rodriguez Date 4/21/05 (no per signatures)

Screening Committee Action:

Exempted ☒ Not Exempted _____ Category/Paragraph _____

Reviewer Mathews Signature Robert Mathews Date 4/26/05

VITA

Christina S. Rodrigue is an Assistant Professor of Marketing at Missouri State University. She earned her Doctor of Philosophy degree in business administration (marketing) at Louisiana State University, her Master of Business Administration degree from Nicholls State University, and her Bachelor of Science degree in business administration (hotel, restaurant and hospitality management) at the University of New Orleans. Her research interests include advertising issues, consumer information processing, brand alliances and public policy issues. Her work has been published in *Services Marketing Quarterly*, *Journal of Product and Brand Management*, *Journal of Service Research*, *American Marketing Association Public Policy Conference Proceedings* and the *Society for Marketing Advances Conference Proceedings*.